"BUT I'M THE TYPICAL IOWAN, YOU CAD!"

Sitting at your desk in some big city, it's almighty hard, we know, to really visualize the people of Iowa or any other great geographical section. What do they like? What kind of programs? What stations? What periods of the day and night? What's the difference between the tastes of men and women? How do the farm people differ from the small town and city people? And can you plan a 100% campaign without knowing these things?

The 1942 Iowa Radio Audience Survey answers all these questions and a lot more besides. Based on nearly 10,000 personal interviews made on the most approved "sampling" methods, the 1942 Survey not only depicts the Iowa Radio Audience—it even picks out and describes your own best prospects, by age-group, sex, and place of residence... It even throws full light on such hitherto unanswerable questions as "To what extent do radio listeners also read newspapers and magazines?"

Your copy of the 1942 Survey is waiting for you now. Yes, it includes some information that tells our own story, too—such as the fact that 55.7% of Iowa daytime listeners prefer WHO to all other stations. But primarily it is a scientific study that will help you tremendously in your business. Write for your copy, today! No obligation, of course.

WHO for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
CAME THE CONVERSION—AND ARMING OUR NATION FOR VICTORY PLACED NORTHWESTERN OHIO AND SOUTHERN MICHIGAN IN THE REALM OF "RICHER MARKETS"!

The automobile manufacturing centers of the world are now going "all-out" to produce machine tools and equipment for our nation's wartime needs. This conversion required manpower and expansion of present industries. As a result, towns, cities and villages have increased in population and in purchasing power!

The advertiser wishing to reach this "Richer Market" can count on the power, sales appeal and listening audience of WSPD, Toledo, Ohio Snuggled in the hub of Northwestern Ohio and Southern Michigan, WSPD is meeting today's advertising needs with today's medium!

National Representatives -- KATZ

5000 WATTS BASIC NBC

TOLEDO, OHIO
"Since 1921 The Voice of Toledo"
WHAT is left of his Nazified body rests in the cold waters of the English Channel. A twisted, broken Messerschmitt serves as his clammy coffin. Too bad, Hans! But you weren't very smart. To stay alive and healthy you should have steered clear of that Iowa farm boy. His plane was powered by a Studebaker-built engine.

Yes, Hitler feels the awful impact of Studebaker-built war materiel almost every day. Respectable people know about Studebaker's assignment in the war, too. Here in the WSM area, for instance, over 14,000,000 persons who live in radio homes hear of Studebaker's war work twice a week. 5,242 automobile dealers, who in peace time do $382,690,000.00 worth of business, hear Studebaker's programs, too. It interests them to know that Studebaker is keeping its name alive... alive through the 50,000 watts of Clear Channel WSM, so that after the war Studebaker will once again be a "Champion" in the Central South... a pre-war, mid-war and post-war market of opportunity.
Kudos from the Capital

Sales for you right here . . .

WWL
NEW ORLEANS

50,000 watts - - clear channel

In Washington, with all its alphabet agencies, WWL has a meaning too! They listen to this 50,000-watt station—enjoy our programs—and write to tell us so. But your Washington listeners-to-WWL are just the frosting. Your big bountiful cake is the New Orleans trade area—dominated by WWL—an area growing and prospering and profiting WWL advertisers.

The greatest selling POWER
in the South's greatest city

CBS Affiliate—Not'1 Representatives, The Katz Agency, Inc.

Page 4 • October 12, 1942
Thank you, Art Morey.
All over the country alert radio stations like yours are turning their music costs into music profits with the ASCAP Radio Program Service. It is without cost to all ASCAP-licensed stations.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS
30 Rockefeller Plaza, New York City

September 16, 1942

Mr. Robert L. Murray,
ASCAP,
30 Rockefeller Plaza,
New York City, N. Y.

Dear Sir:

Congratulations on your script series "You Shall Have Music". This musical show has become one of our program highlights on each Monday. The show is running from 11:30 AM to 12:00 noon each Monday and is handled by one of our capable staff men, Leonard Shreve.

This show has been so well received that we are planning to give the swing shifters in our local defense plants a recap of previous shows from 12:00 midnight to 12:30 AM.

The present morning show is co-sponsored by local merchants alternate Mondays and their satisfaction is shown by their continuation on the program after a short trial period.

We feel that more of this type of show would be an asset to the smaller stations, for it brings together good music, presented in a friendly fashion, and strikes a happy medium between straight platter spinning and a verbose, drawn-out adlib musical programs that have been an eye sore from smaller station in the past.

We are looking forward to the new ten minute "filler" scripts with great anticipation. You may count on KWJ to continue to carry this service.

Sincerely,

[Signature]

Art W. Morey
Prod. Mgr.
IF Horatio Alger were alive today and looking for an inspiration, Ray P. Jordan would be a find for him. As a schoolboy, Ray simultaneously ran a shoe-shine concession, was his town's only telegraph messenger-boy and served as local agent for three popular magazines! Through all his subsequent years Ray has continued always to pour out his energies in the same breath-taking way — and now, still a young man, he is one of the real leaders of his community and his industry.

Here at F&P, we also believe in work. Back in 1932 we came into being because we foresaw the opportunity of work to be done for and between radio stations and the users of radio advertising. The whole history of our growth and expansion has been the history of finding and doing valuable work. Aside from helping to pioneer our phase of this industry, we have originated most of the services that you now expect without question from every radio-station representative—and many that you don't!

Today you are probably as never before looking for help in your problems. All our men and all our facilities are at your command. Whatever your needs, we ask you to call on us for any kind of job we can do for you. You will not be imposing. You will simply be helping us to find the work that will continue to keep us growing, here in this pioneer group of radio-station representatives.

Ray P. Jordan
General Manager, WDBJ, Roanoke

1916 Daleville College, Daleville, Va.
1918 School teacher
1919 Sales Manager, Richardson-Wayland Electric Company
1924 Program Director, WDBJ (20 watts)
1926 WDBJ upped to 250 watts
1928 General Manager, WDBJ
1934 WDBJ upped to 500 watts
1936 WDBJ upped to 1000 watts
1939 WDBJ upped to 5000 watts, daytime
1942 WDBJ upped to 5000 watts, full time
1942 Member, Accounting Committee, NAB
Radio Steps Into Leading Wartime Role

7 Millions Sought For Shortwave By OWI

By SOL TAISHOFF

RADIO’S indispensability as an arm of modern warfare and the tremendous role it is playing both domestically and abroad, was unfolded to Congress last week by Government officials. Highlighted was the estimate of Elmer Davis, OWI director, that the industry is contributing time worth $64,000,000 a year at commercial rates, for war agencies.

This revelation was made by the OWI director in highly significant testimony before a House Appropriations Subcommittee, released last Thursday. The second supplemental national defense appropriation bill carrying an additional $6,350,000,000 for the fiscal year and ending June 30, 1945, was passed unanimously the same day and sent to the Senate.

A veritable gold-miner of information on the part radio is playing in the war, the reliance placed on it by the Government, and the expansion projects ahead, particularly in international shortwave broadcasting and in psychological warfare, was portrayed in the committee’s report on the hearings, held during latter September.

Fly’s Testimony

In addition to the OWI testimony, broadcasting operations were covered by FCC-BWC Chairman James Lawrence Fly, who sought and got additional funds for FCC war work, and by Nelson Rockefeller Coordinator of Inter-American Affairs, the latter mainly in the shortwave field. Plans for the leasing of all of the time of the international shortwave stations jointly by OWI and CIAA for about $1,000,000 a year and for the purchase of additional transmitters for such operations, amounting to $7,000,000 were related and approved by the House. Senate approval is regarded as certain.

In describing the functions of OWI’s Radio Bureau, under William L. Lewis, Mr. Davis praised the cooperation of the broadcasting industry. Since the facilities, talent, and services of the radio industry are offered to the Government on a largely voluntary basis, he said, it becomes one of the most important responsibilities of the Radio Bureau to utilize these facilities in the best way possible.

“Radio time planned for official Government consumption over the period of a year would cost $64,000,000 if paid for at regular commercial prices,” Mr. Davis said. This compares to net time sales of the industry in 1941 of $176,000,000 [Broadcasting Yearbook, 1942]. The figure for 1942, despite war inroads on smaller stations, may run 12% higher.

The FCC sought an additional $608,000 for the 1943 fiscal year for war activity, largely in expanding its monitoring services, and for checking foreign language programming and personnel. The committee cut it $50,000 to $558,000. Chairman Fly made some rather sensational statements, under questioning by committee members, on some of the mystery surrounding the inquiry into alleged bribery in FCC grants (see story on this page).

Tipping Tactics

Chairman Fly used a couple of startling reports in pressing for the additional FCC appropriation to investigate foreign language station operations and otherwise tighten up FCC wartime scrutiny. He cited the report that an announcer was “tipping off enemy submarines as to the time of departure of American convoy by the use of such devices as the dedication of songs to the crews of certain vessels”.

A second was the report that a foreign language announcer was actually using an open code by the “juggling of prices of advertised products or by systematic grammatical mistakes.”

Mr. Fly sought the $600,000 additional for more personnel to carry on investigations and broaden present operations. Of the total, $155,000 is sought for 62 additional attorney-investigators and clerical help. He said the foreign language work was being undertaken because the FBI isn’t able to do it and cause OWI needs information.

All told, he outlined six reasons for the additional money for the current fiscal year. These covered (1) investigation into personnel of international and domestic foreign language broadcast stations to head off any propaganda or enemy activity; (2) continuation of its survey of telegraph service to correct inequities and speed up wartime traffic; (3) surveys of foreign language program service for regulatory purpose, and as a service to OWI; (4) study of labor supply in the communications industry, including wage rates and personnel; (5) work in inter-American communications; and (6) expansion of coverage, monitoring, and reporting of foreign broadcasts to meet “urgent requests from other war agencies”.

OWI was given an additional fund of $25,000,000, whereas it sought about $27,000,000, but the committee in its report praised the work of the organization under Mr. Davis’ direction. A substantial part of this totaling several million, was earmarked for the Overseas Branch and affects radio.

Mr. Rockefeller’s CIAA got $5,000,000 more—a cut of a half million. A portion of this is for the purchase of time over the shortwave stations, and for other some domestic radio uses.

What the Army thinks about radio in modern warfare was revealed in a letter from Gen. George C. Marshall, Chief of Staff, to OWI Director Davis. In a letter dated Sept. 26, Gen. Marshall pointed out that OWI is furnishing information for our troops overseas, and is also rendering assistance in providing American radio entertainment for them.

“In extending facilities for American radio broadcasting, which have hitherto been inac cessible, the OWI is rendering a valuable service,” said Gen. Marshall. “Also, it has been of assistance in cooperating with the Army Air Forces in the preparation and .”

(Continued on page 52)

Old Charge of FCC ‘Bribery’ Is Revived at House Hearing

THE Aura of mystery surrounding the FCC’s “skeleton rattling” inquiry into alleged improperities by former members of the old Radio Commission and of the FCC remained unbroken last week after Rep. Wigglesworth (R-Mass.) called on the Commission to clear up charges that “members or former members” have accepted gratuities from broadcasters in return for improved facilities. He called for a Congressional investigation of the FCC.

Rep. Wigglesworth, who repeatedly has attacked the FCC, addressed the House last Thursday during consideration of the supplemental national defense appropriation bill, carrying additional funds for the Commission’s war work. He recounted to the House his close examination of FCC Chairman James Lawrence Fly, who appeared before the Appropriations Subcommittee Sept. 20. The testimony was released last Thursday, when the appropriations measure was reported to the House and unanimously passed.

The name of Sam Pickard, former member of the Radio Commission who retired in 1929 to join CBS as its station relations vice-president, was drawn into the affair. Mr. Fly had told the subcommittee that the report of the FCC’s special counsel, John D. Farnham, would “reflect a critical attitude toward certain of the actions of Commissioner Pickard.”

Also specifically mentioned was a reported instance whereby a station allegedly procured authority to operate at night in lieu of part-time operation and that a “payoff” had been made to the commissioners who voted favorably. Mr. Wigglesworth, based on the testimony, said he understood the Farnham report disclosed that $1,000 in cash and $4,000 in Government bonds had been turned over to the attorney for the station (under—(Continued on page 52)
Industry Unity Hinges on NAB Meeting

ABA Elects Its Officers But Withholds Campaign

A NEW CRISIS in the turbulent history of the NAB, involving the future of the association and of its president, Neville Miller, will confront its board of directors at a meeting in Chicago Tuesday (Oct. 23) on a pending proposal for reorganization.

A conclusive vote on reorganization which, if effected, would entail Mr. Miller's retirement, is slated for the meeting. A majority of members of the board after the question had been raised but not decided at the previous board meeting in Chicago Sept. 24-26.

Unity Is Goal

The whole reorganization plan, according to its proponents, is designed to preserve unity in the industry and to make possible a more effective job in the industry's behalf in war activities, notably on the Washington scene. On the other hand, supporters of Mr. Miller argue that the changes proposed would not effect unity and that many disidents still would support other movements of one character or another.

The board meets the day following the arguments in the Federal District Court in Chicago on the Department of Justice's suit in litigation against James C. Petrillo and the American Federation of Musicians. This issue alone, aside from others presented by wartime operations, is characterized as sufficient reason for preventing any open schism in the industry at this time.

By MARTIN CODEL

Army Camps on British Isles Slated to Get More U. S. Radio

LONDON—Most London newspapers gave considerable space to Oct. 5 to the story first exclusively reported in a London dispatch to Broadcasting Sept. 28, revealing that Army authorities are considering a plan to pipe American-type radio programs to U. S. soldiers in our many camps here. The programs would be fed to a series of low-power camp transmitters, with a hearable radius of only a few miles and fed by landline from London, in collaboration with the BBC.

This led Brewer Morgan, OWI radio chief recently detailed here, to address in a press interview that the project is going forward subject to military approval and availability of transmitting equipment. Soldiers have relatively few radios in the camps, and there is a current at the moment to get broadcasting, and due to the difficulty of buying them here or shipping from America the plan now also contemplates piping programs landline direct to loudspeakers in canteens, recreation halls and bar."Racks. Such a plan is entirely practicable, obviating needless transmitting installations and taking into account the frequent movement of troops.

More of the highly popular Army A radio transcription kits are badly needed for the American soldiers in the camps. Mr. Morgan took occasion to deny to the British press any U. S. intention of establishing its own broadcasting system here which the British public could hear, asserting that the proposed stations are intended solely for the American troops. It also developed this week that the Atwater-Kent-Paley, CBS president, has arranged with the Red Cross for a series to start here soon.

Titled American Red Cross Reporters, it will feature human interest stories about what our soldiers are doing and thinking while on foreign soil.

NBC also is planning a soldier service from the British Isles under Red Cross auspices. First of the series was tentatively scheduled Oct. 10, featuring an AEF sweetheart picture contest with a soldier's wife's picture being chosen, talking on the program to that girl at home.

Critical Positions In Radio Stations Defined by BWC

Standard Definitions to Aid in Manpower Lists Submitted

ANOTHER important step toward creation of a standard list of critical occupations in the broadcasting field, to forestall crippling of broadcasting operations, was taken last week with transmission to the War Manpower Commission of lists of critical occupations and definitions of such positions in radio and communications.

Prepared by the Domestic Broadcasting Committee of the Board of War Communications, the list covering standard broadcasting includes 100 separate definitions of critical occupations. The list covering the various communications fields was prepared by the BWC subcommittees on Manpower and Telecommunications.

WMC Action Seen

The BWC statement, released for publication today (Oct. 12), stated that the lists were furnished to WMC with the agency's consideration and "appropriate action in connection with the establishment of a standard list of critical occupations." Members of the BWC subcommittees on Manpower and Communications, labor and industry, all of whom played a part in preparation of the dictionary of definitions.

"It is presumed that these lists will also be used by draft boards in considering Selective Service policies in drafting key personnel from communications in the country," said the BWC statement.

The lists thus far submitted to WMC cover, in addition to standard broadcasting, the international broadcasting, radio and television fields and radio communications and wire and telephone communications. Similar lists are in preparation by various other committees of BWC concerning telegraph, cable, aviation communications, and state and municipal emergency fields.

WMC, in conjunction with U. S. Employment Service and Selective Service, now is formulating precise lists of critical occupations in the 34 spheres of service already determined to be essential in the war effort. "Because of drafting manpower, an altered revision of original estimates of manpower needs for the armed services, reports have been current of revision of the list of 34 critical services may be entailed. The entire communications field, however, has been pegged as indispensable in war operations, and it is likely that no list will be seen of any altered policies which would affect the standard broadcasting or basic communications fields.

Once WMC decides on critical occupations in the various fields, (Continued on page 19)
Court or Accord May Break Music Crisis

Injunction Plea Before Judge Barnes
Evidence Piles Up Against AFM

A BREAK in the radio music crisis, either through court action or an attempted interim negotiated settlement, is foreseeable soon, in the face of the continued onslaughts of James C. Petrillo and his American Federation of Musicians.

Practically all industry eyes were turned toward Chicago, where arguments are to be heard today (Oct. 12) by Federal District Judge John F. Barnes on the motion of the Department of Justice for a preliminary injunction to stop Petrillo. The court also will hear argument on the motion of AFM to dismiss the government’s anti-trust proceedings.

Arnold vs. Padway
Pitted against each other in this argument will be Assistant Attorney General Thurman Arnold, who has led the campaign against the “made work” issue, and Joseph A. Padway, general counsel of AFM, as well as AFM in the proceedings, who will be armed with the action of the AFL convention in Toronto last Thursday, supporting the Petrillo position.

Enlisting public and industry indignation against Petrillo’s tactics were the recent actions banning reported network programs and the refusal of the AFM New York local to allow the Treasury War Savings Staff to use an FM hookup to promote bonds.

It was indicated that no further action would be taken in the Senate on the Clark Resolution (SRes-286) to investigate the Petrillo dynasty until the court argument.

Preparatory to the court hearing, affidavits by station managers, network executives, government officials, transcription and recording manufacturers, and juke box operators were filed by the Dept. of Justice. The arguments are not expected to last more than a day.

If the temporary injunction is granted, and the AFM motion to dismiss denied, a trial date will then be set for hearings on the permanent injunction. If, however, the motion to dismiss is granted, the case undoubtedly will be taken into the Circuit Court of Appeals by the government.

Sworn statements by OWI Director Elmer Davis and FCC Chairman James Lawrence Fly, filed by the Dept. of Justice, paralleled the testimony of these officials before the Petrillo Probe Sub-committee of the Senate last month. Both contended the recording ban, which became effective Aug. 1, would weaken war communication and hamper maintenance of morale, thereby harming the war effort.

Mr. Fly said that many small broadcasting stations would go under if the ban persisted, since they are entirely dependent upon recorded music.

Affidavits also were submitted by NAB President Neville Miller.

AFM Bans Placed on Repeats
Rule on Individual Cases

ACTION of the AFM in refusing to allow recorded rebroadcasts of the Jack Benny Show and Duffy’s Tavern network programs for the Pacific Coast is not the result of any general prohibition of recorded rebroadcasts, but each case was an individual ruling based on particular details of the rebroadcast, broadcasting was informed last week.

In each of the two programs in question the union, acting on advice of counsel, ruled against permitting the recorded broadcast of the programs for the Blue Pacific Coast Network on the grounds that to do so might weaken the AFM position in the Federal Court in Chicago when the government’s plea for an injunction restraining the union from enforcing its recording ban is heard.

AFM is still, however, permitting individual stations who are not able to carry network programs at the time of the broadcast to make off-the-line recordings of these programs for broadcasting locally at a later time.

Situation is somewhat confused by the fact that there are three classes of recorded rebroadcasts of network shows. First, there is the debly program, to be rebroadcast in which an affiliate station or number of stations, unable to take the program at the time of its network broadcast, because of being a part-time station or having a local program at that time or some similar reason, records the program from the network lines and broadcasts it at some late time.

Network contracts with the New York AFM local (S02) provide that for network programs originating in New York such rebroadcasts shall be made within 24 hours of the original if on a New York station and within 48 hours of the original elsewhere in the country. No extra payment is made to musicians and the network broadcast is considered as a part of the network broadcast.

Second class of rebroadcast is the repeat broadcast, where a network program, already broadcast at one time by the network and repeated at a more favorable time

Recorders Testify

Recording and transcription companies who submitted testimony were M. M. Blink, for Standard Radio; Edward Wallertier, Columbia Recording Corp.; Frank Walker, RCA Manufacturing Co.; John F. Capp, for Decca Records, C. M. Finney, Washington Music Publishers; C. P. MacGregor, C. P. MacGregor Inc.; Michael M. Sillerman, Keystone Broadcasting System, a retransmission network; various operators of automatic coin-operated juke boxes and proprietors of restaurants who were interviewed by the Department of Justice. In each case the affidants outlined the damaging effect of the recording ban.

NAB said a study had been made by individual stations comparing the roster of the local musicians union and the official City Directory, which listed occupations of union members. In the communities as the 100 analyses made, covering 36,000 AFM members, it was found that 45% of the names do not appear in the City Directory at all, that a large proportion do not reside within the community, or have moved away and therefore are unavailable for employment.

Thirty percent of those listed were designated as musicians by profession, while 60% indicated some other occupation such as architect, barber, plumber, physician, undertaker, tailor, civil service employee, etc.

The affidavit quoted the statement made by Petrillo in 1937 that “our membership consists of fully one-half of non-professionals who are not entirely dependent on music for a living. They are making more than their daily wages and they have a gross income greater than $75,000 a year. According to the NAB’s figures, there are 223 communities where there are radio stations in which no AFM local is located.

The affidavit of Mr. Spence cited the hardship inflicted on small non-network affiliated stations by the Petrillo actions. The written testimony of the individual station executives described the damages inflicted on small radio stations.

Mr. Padway, in a 106-page memorandum filed Oct. 1 in support of the motion to dismiss, reiterated previous statements made by him and also developed by the same reasons encompassed in the AFM resolution adopted at Toronto. It said that to grant an injunction “would impose extraordinary burdens on the AFM and the NAB’s use of its recording ban.

Whereas misgivings first were expressed over procurement of injunction, the attitude has changed to one of confidence that the injunction would be granted. Appearing in court with Mr. Arnold will be Daniel B. Britt, Special Assistant Attorney General in Charge, and Holmes Baltridge, Chief of the Litigation Section of the Anti-Trust Division.

Mr. Arnold’s first appearance in a Federal District court in a union anti-trust suit, although he has made several appearances against Mr. Padway in both the Circuit Court of Appeals and the Supreme Court.

Katz, Friedman Aid

Mr. Padway, colorful English-born attorney who was the object of attacks last year by Westbrook Pegler for his purported involvement in the motion picture employment union during the trial of the Bloff and George Browne scandal, will be assisted in argument by David Katz, Chicago counsel for AFM and Petrillo’s personal attorney, and Henry A. Friedman, New York AFM attorney.

How much Petrillo’s hand will be strengthened by the action of the AFM convention in Toronto last Thursday in unanimously adopting a resolution supporting the record and other bans, was conjectural.

The resolution charged that the broadcasting industry, the Anti-Trust Division, the Department of Justice and the press have “ganged up” on AFM and “launched one of the most

Continued on page 44

Continued on page 46
CBS Names White And Ream as V-Ps
Network Officials to Retain Present Executive Posts
FRANK K. WHITE, treasurer of CBS, and Joseph H. Ream, secretary and, until early this year, general counsel for the network, were named vice-presidents of the network Wednesday at a meeting of the CBS board of directors. Both will continue in their present executive capacities.

In announcing the appointments Paul W. Kesten, CBS vice-president and general manager, stated that “CBS, in the past four months, has lost three vice-presidents, Harry C. Butcher, Lawrence W. Lowman and Mefford R. Runyon, to non-network stations.” Kesten added that the election of Mr. White and Mr. Ream as vice-presidents is in recognition of their increased duties and responsibilities in the management of the network.

All Vacancies Filled
Dr. Frank N. Stanton, CBS director of research, last month was elevated to a vice-presidency by the board. Thus the three vacancies in vice-presidencies created by resignations to enter the armed forces have been filled.

Dr. Stanton took over those duties vacated by Lt. Com. Runyon, related to owned and operated stations. Mr. Ream was delegated functions having to do with station relations, in conjunction with Vice-President Herbert V. Akerberg, in charge of RCA stations. Mr. White also has taken over certain of Com. Runyon’s duties, pertaining to fiscal matters.

Dr. Stanton will continue his executive research functions in addition to his direction of M & O stations and supervision of Radio Sales Inc., CBS spot sales organization. Two of the CBS-owned stations—WWBMM, Chicago, and KMOX, St. Louis, remain subject to the supervision of H. Leslie Tlass, CBS vice-president and director of the Central Division.

A native of Washington and an alumnus of George Washington, U, class of 1920, Mr. White came to New York in 1921 becoming identified with various public businesses during the next few years. He served as assistant to the president of the Union News Co. until he joined a Wall Street brokerage as treasurer and business manager. He has been treasurer of CBS since 1937.

Mr. Ream, a native of Bedford, la., has an A.B. degree from the U of Kansas and an LL.B. from Yale. From 1927 to 1934, he was associated with the law firm of Cravath, DeGersdoff, Swaine & Wood in New York, after which he joined CBS as general attorney, a position he held until the first part of this year. He has been secretary of CBS since 1938.

Richards Heads Censor Unit For Foreign Tongue Programs
Voluntary Method Retained, Ryan Declares, as New Section Cooperates With Industry Groups

TO ASSIST domestic broadcasters of foreign language stations in their efforts to enforce the Code of Wartime Practices, the Broadcasting Division of the Office of Censorship has established a special foreign language section, headed by Robert K. Richards, according to announcement last Friday by J. Harold Ryan, Assistant Director of Censorship.

Mr. Richards has been assistant to Mr. Ryan since the Office of Censorship began operation in January, 1942. He came from WSPD, Toledo, where he was production manager and assistant to Mr. Ryan as vice-president and general manager of the Fort Industry Co. Edward H. Bronson, former newspaperman and broadcast station executive who joined the Censorship staff last month, has been named assistant to Mr. Richards in the foreign language setup.

Voluntary Basis
Discussing the new section in his division, Mr. Ryan said: “Voluntary censorship, of the sort we are practicing in this country, places responsibility for keeping information of value from the enemy squarely upon broadcast management. This responsibility is problem enough for the ordinary broadcaster whose programs are transmitted in English; for the manager of the station which airs programs in as many as a dozen languages, the problem is greatly magnified.

“The purpose of this new section is to assist foreign language station managers in exercising their responsibility, not to relieve them of it.”

“To this end, we will be working closely with the management of such broadcasting stations, checking scripts and broadcasts in the languages involved. Actual monitoring operations are being initiated, and we will retain a small staff of volunteer announcers who will make regular reports to us on the material being transmitted.”

The broadcasting division will report findings to the FCC, to be translated by production officials, who will take such measures as are deemed necessary to prevent dissemination of information inimical to the war effort. In the event of Censorship it invites the cooperation of the Foreign Language Broadcasters Wartime Control and all other voluntary industry groups designed to assist foreign language broadcasters in their wartime job, Mr. Ryan said.

Mr. Richards, a native of Urbana, O., is a graduate of Ohio’s famous Journalism School, editor of The Lantern, campus daily newspaper. Upon graduation, he joined the Detroit office of Campbell-Ewald as copywriter. In 1935, Mr. Richards joined WIBA, WEN, and WOK, Columbia, as a continuity writer. The following year he joined the news staff of the Cincinnati Post and in 1938 was hired by Mr. Ryan as producer of WSPD.

Mr. Bronson, who assists Mr. Richards in the foreign language station work, came to the censorship division a month ago from WCOL, Columbus, where he was assistant manager.

Rem’s NBC Spots
MARYLAND PHARMACEUTICAL CAL Co., Baltimore, has signed for over 300 one-minute transcribed spot announcements for Rem on each of five NBC managed stations, and on one station represented by the network’s national spot and local sales department. Stations, for which the announcements Oct. 1 when the firm’s seasonal spot campaign got under way, are WBNX, WAM, WAM, KPO WGY WBZ-BZKA KDKA KYW. Maryland Pharmaceutical is also using spot announcements for Rem and Rel on a national basis in a fall and winter campaign. Joseph Katz Co., Baltimore, handles the account.

ANA to Meet
TO CONVEY essential information on key war projects affecting marketing and advertising practices, the American of National Advertisers will hold a two-day meeting Nov. 11-12 in New York, at which Government spokesmen and representatives of various official programs in view of most recent developments.

Cosmetic Plans
SEMPRAY JOVENAY, Grand Rapids (cosmetics), has appointed Reche, Williams & Cunyningham, Chicago as agency. The company will use spot announcements on Midwestern stations. Phil Stewart is account executive.

Mr. REAM
Mr. WHITE

New Camels Quiz Show Starts Oct. 31 on CBS
R. J. REYNOLDS TOBACCO Co., Winston-Salem, N.C., on Oct. 31 will start a new quiz show for Camels on CBS, starring Bob Hawk as m.c., with cartons of the cigarettes as prizes. To be heard Saturday evenings at 7:30 on the full CBS network, the series, titled “Camel Heritage,” the members of the studio audience a chance to answer three-carton, five-carton or 10-carton questions.

If the answer is correct, the contestant can designate to which member of the armed forces either at home or overseas he wishes the cartons to go. If the contestant misses the question or if he does not wish to name a recipient, the cartons go into a knapsack and sent to smaller camps around the country. Agency in charge is Wm. Estey & Co., New York.

Flag Spots
S. K. LONEGREEN, New York flag manufacturer, is conducting a campaign of spot announcements on 62 stations throughout the country, offering a celenita taffeta United States flag with pole, and the flag of a designated branch of the armed forces for $1. Ordinary announcements are run for a week’s time on each station, with the company holding the privilege of cancelling the arrangement after that period, if mail responses are not satisfactory. Stations used include WXYZ, WRVA KWPT and KNPC plus two additional outlets. Agency is Van Dolen, Givaudan & Massiec, New York.

CORI PRODUCTS REFINING Co., New York, sponsor of the Stage Door Canteen on CBS, for which it pays $2,500 a week to the American Theater Wing, has volunteered to underwrite new expenses incurred by the latter organization in expanding its entertainment activities in behalf of service men. It is expected that the additional expenses will run about $1,000 a week.
WXYZ will deliver
Lion's Share of Detroit
at lowest cost.....

GUARANTEE
*with any WXYZ
Champion Show

WXYZ

KING-TRENDEL BROADCASTING CORP. • Detroit, Michigan
National Representatives: Paul H. Raymer Company
Gillin Heads New Corporation
Seeking Right to Lease WOW

Woodmen Would Grant 15-Year Lease Having No Recapture Clause; Businessmen Participate

TRANSFER of WOW, Omaha, NBC outlet, from the Woodmen of the World Life Insurance Society to a new corporation headed by John J. Gillin Jr., general manager of the station, was spread in an application filed with the FCC last Thursday by the Woodmen organization.

Under the transaction, a 15-year lease arrangement was proposed for payment to Woodmen by the new corporation, Radio Station WWRK Inc., of approximately $8,100 a month for the first three years and of $5,600 monthly for the remaining 12 years.

Mr. Gillin, one of the industry's best-known figures, has been directing head of WOW since 1932. He is credited with the station's almost phenomenal success as one of the leading outlets on NBC. Mr. Gillin began with WOW in 1931 as chief announcer. A year later he became commercial sales manager and then general manager.

The application sets forth that the Woodmen's reason for assignment of the license to the new corporation is based on the conclusion that "the proposed assignee will continue to serve the public by rendering a high type program service," Woodmen described itself as a "fraternal benefit life insurance organization."

According to the application, there are 2,000 shares of stock in the new corporation — 750 being Class A preferred; 250 Class B preferred, and 1,000 common. All of it is of the same par value and is voting stock. Mr. Gillin holds all of the Class B preferred stock; 100 shares of Class A preferred, or 13.3%, and 350 shares of the common, or 38%.

Guy C. Meyers, vice-president of the new corporation, is a Seattle and New York City businessman. His main business interest is listed as the Pacific Beach Water Co. Inc. Secretary is M. M. Meyers, of Omaha, president of the Omaha Coke & Coal Blending Co. Secretary of the Western Limestone Products Co. Treasurer is Harvey E. Milliken, of Omaha, president of the Omaha Printing Co., commercial printer.

In addition to the officers, who serve on the board of directors, other stockholders and directors are Robert Samardick, of Omaha, vice-president of the Omaha State Savings Bank; J. J. Isaacson, of Omaha, assistant secretary and assistant treasurer of the Aksarben Bridge Assn. and Aksarben Exposition Co., and governor of the Knights of Aksarben; Francis P. Matthews, Omaha attorney, Supreme Knight of the Knights of Columbus, president of the Federal Savings & Loan Assn., secretary of the Omaha Hardware Co., and member of the board of Northwestern Bell Telephone Co., and Thomas J. Wallace, of Winnetka, Ill., vice-president of Russell M. Seeds Co., advertising agency.

Visc- President Myers holds 250 shares of A preferred, or 33.3%, and 250 shares of common, or 25.5%. Directors Matthews and Wallace each hold 100 shares of A preferred or 13.3%, and 100 shares of common each, or 10%. Secretary Meyers, Treasurer Milliken and Directors Samardick and Isaacson each hold 50 shares of Class A preferred, or 6.6%, and 50 shares of common, or 5%.

Fay Heads Stromberg Broadcast Staff; Appoints Lee WHAM General Manager

ELECTION of William A. Fay, general manager of WHAM, Rochester, 50,000-watter and its FM adjunct, WSKR, as vice-president in charge of broadcasting activities of Stromberg-Carlson Telephone Mfg. Co., was announced last week in Rochester. Mr. Fay succeeds E. A. Hanover, who died Aug. 27. Mr. Hanover had been vice-president in charge of manufacturing and broadcasting.

Mr. Fay promptly announced the appointment of Jack Lee, his chief assistant for the past six years as general manager of WHAM. Mr. Lee also had supervised production and headed up WHAM's dramatic presentations and announcing staff.

Mr. Fay entered Stromberg's employ in August, 1928, after having worked as an artist at WGY, Schenectady, and as program manager of the former WMAK, Buffalo.

In the early 20's, he was a musician and singer. He was graduated from the New York State Normal School and Albany Business College, in addition to his musical training as a piccolo and bass viol player.

His business experience included a year as chief dispatcher for the Delaware & Hudson Railroad at Oneonta, N. Y., and a term as accountant for the Otis Elevator Co. at Albany.

Mr. Fay was elevated to the management of WHAM, then a 5,000-watt clear-channel outlet, in 1929. In 1933 the station was authorized to operate with 50,000 watts.

Mr. Fay has originated and produced hundreds of programs, including many which have become an integral part of the life of the city of Rochester. Among these is State Troopers, which has run continuously for a decade; Kindly Thoughts, a program presenting more than 12 years spiritual counsel; Religious Denominations, and the Rochester School of the Air, which is heard daily from 1:30 to 2 p.m. by all children of the public schools as part of their regular school program.

Born in Connecticut on Nov. 9, 1899, Mr. Fay is a member of the Chamber of Commerce, Rochester Ad Club, Oak Hill Country Club, member of the Rochester Council Boy Scouts, director of the Better

R&R Names Grady

EVERETT J. GRADY, vice-president and chairman of the board of Ruthrauff & Ryan, New York, has been executive vice-president of the agency, and will continue his former duties including supervision of several of the agency's major accounts. He has been with R&R for 23 years in the copy department, as copy director, and vice-president and director. He has worked in the agency's creative activities, both in the radio and publication field.

Kohn Heads WFPC

E. E. KOHN, formerly commercial manager of WFPC, Atlantic City, has been appointed general manager of the station to replace A. Harry Zoongo, who has been named president of the United Broadcasting System. Ed Allen, announcer, has been promoted to program manager.

Model to Use 24

U. S. TOBACCO Co., New York, for Model tobacco will use 24 stations for a campaign of one-minute and half-hour announcements on varying schedules, starting this month, according to Arthur Kudner, New York [Broadcasting, Oct. 5].

Tube Series in Canada

CANADIAN MARCONI Co., Montreal (radio tubes), has renewed its spot announcement campaign on 36 Canadian stations from coast to coast. Account was placed by Cockfield Brown & Co., Montreal.

Business Bureau, director of the Board of the Salvation Army, and chairman of the radio committee of the Rochester Communications Corps. He is also a trustee of the Brighton Presbyterian Church and a member of the Board of Governors of the Rochester Red Cross.

Mr. Lee entered broadcasting in 1925 after a successful career on the stage and in vaudeville. He has been associated with WHAM since 1928. He started as a producer and later switched to announcing. Through the intervening years, he has been active in broadcasting.
For standout achievement in production of war equipment, the Remington Arms plant at Denver was awarded the Army-Navy "E" pennant on September 1. KLZ, of course, was there to broadcast the ceremonies.

KLZ is always on the spot where events of significance occur in this area. KLZ is continuously on the job of making full use of its superior facilities whenever and wherever public interest can be served. KLZ's record in this respect has been an outstanding contribution to the radio enjoyment of listeners in this area.

KLZ'S SERVICE RECORD IS OUTSTANDING

"PROSPECTOR'S TRAIL" CELEBRATION at Idaho Springs, mining village 33 miles from Denver, was broadcast over KLZ via mobile unit pickup. KLZ's mobile transmitter is the finest in Rocky Mountain area.

EDWARD ARNOLD, screen and radio star, is interviewed by KLZ during Denver stopover. General Brett, far Pacific air chief, recently granted KLZ first radio interview during Denver stopover.

KLZ Denver

5,000 WATTS—560 Kc.

Affiliated in Management With The Oklahoma Publishing Co. and WKY, Oklahoma City. Represented by The Katz Agency, Inc.
Ad Council Conducting Many Projects

Cooperation Attained By Industry and Federal Units

SUMMARIZING its achievements since its formation early last year, the Advertising Council, in a 21-page mimeographed report, released last week, states:

"In six months, the Advertising Council, generously supported by industry and the Government in war effort advertising."

"It has clarified much of the confusion which previously existed in connection with varied appeals from governmental agencies asking business support."

"It has cooperated with Government agencies and latterly more particularly with the Office of War Information in the gradual creation of a consistent program on the psychological and emotional values."

Valued in Millions

"It has sided industry by pointing the way to more effective use of war theme advertising in the interest of war effort."

"It has created a series of completed campaigns, the direct or indirect support for which is equal to the rate of many millions of dollars per year."

"The founders of the Advertising Council are gratified by these results which they recognize could have come only from the great need and from the generous support of business and Government."

"The Advertising Council is confident that the contributions which advertising has made thus far to the preservation of America reflects only a fraction of that which will be forthcoming when organiza-

Current Projects

Reviewing its activities in securing sponsorship for advertising campaigns to put over the Government's wartime messages, the council states that there are broadly four methods of support: (1) by Government departments, such as the Army and Navy campaigns, paid for by these departments and placed through advertising agencies selected by them; (2) by local advertisers sponsoring Government messages such as in connection with the sale of War Bonds; (3) by time and space pools with the most dramatic example of this type ... the radio network pool administered by Mr. William Lewis of the OWI to which contributions of time and space made by advertising agencies are made; (4) by money underwriting of campaigns, such as the General Salvage Campaign supported primarily by the American Iron & Steel Institute and the Houseof Fats Campaign paid for chiefly by the glycerine-producing industry."

Current Council projects, the report states, include both specific campaigns, many of which will continue for the duration while others are of a temporary or recurrent nature. The "operational" projects which deal with "the use of advertising mechanisms rather than with the creation of advertising appeals. These "operational" projects include the radio location plan, a media survey or continuing study of all war advertising, a display project to coordinate window and other display channels for Government display material and the creation of an official war advertising guide.

List of Campaigns

Major Council projects are:

TREASURY, War Securities—Harold B. Thomas, president of the Central, coordinator, supported by four volunteer agencies: Young & Rubicam, Pedlar & Ryan, Ruoff & Ryan and Beaton & Bowles. This project encompasses all Treasury promotional activities, with the payroll deduction plan as the first part, and the Council works in close harmony with the War Savings Staff of the Treasury.

OFFICE OF PRICE ADMINISTRATION, Price Control and Ratification—Charles G. Mottiner, vice-president, General Foods Sales Co., coordinator with the voluntary support of J. Walter Thompson Co. and Young & Rubicam.

DEPARTMENT OF AGRICULTURE—Stuart Peabody, advertising director, the Borden Co., coordinator with the voluntary assistance of F. W. McElroy, advertising manager, and the A. & S. Advertising Agency. Project involves plans for action by farmers, marketing problems, programs for consumer consumption of scarce and surplus foods.

MANPOWER COMMISSION—A. O. Backhugging, vice-president, Chas. Peabody & Co., coordinator, supported by volunteer agency Erwin, Hudson & Co. and in cooperation with Raymond Rubicam, president, Young & Rubicam, and the North American Newspaper Alliance. Project is composed of policy representatives of standard typewriter companies and representatives from Nevel Emmett Co., Leford Agency, Young & Rubicam and Marschalk & Pratt.


OFFICE OF COORDINATOR OF INTER-AMERICAN AFFAIRS—Joseph D. Holman, coordinator, supported by a volunteer agency campaign of all export advertisers, agencies and media.

CIVILIAN AERONAUTICAL AUTHORITY, Pre-Flight Training—A long-term war project, not yet ready for discussion.

OFFICE OF PRICE ADMINISTRATION, Idle Tire Repurchase Plan—Neil McRory, manager, advertising and promotion department, Young & Rubicam, and A. & S. Advertising Co., has selected the volunteer agency, Compton Adv., to aid in the advertising of this plan for recovering spare tires from car owners.

Mars Back on Air

MARS Inc., Chicago (candy bars), retakes time on radio through a half-hour weekly variety program on WLW, Cincinnati, starting Oct. 13. The program is heard Sundays, 5:30-6 p.m. and if test is successful will probably go network the early part of next year according to the agency, Grant Adv. Agency, Chicago.

Receipts of Scrap Increased in July

Salvage Drive Shifts In Normal Summer Trend

STEEL MILL receipts of scrap were higher in July than in January, reversing the normal trend, E. D. Madden, vice-president of the Council, said, at the last meeting of the advertising for the national salvage campaign, reported to the advertising press at a meeting held recently at the Advertising Council headquarters in New York.

Receipts at Mills

Citing WPB figures, he said that in January, 18,360 tons of scrap were received by the mills, whereas in July receipts totaled 2,400,000 tons. This latter figure is 14.2% of the 17,000,000-ton quota for the final six months of the year, he said, adding that it was not a bad amount, even though less than one-sixth of the desired total, since normally the present season is the second or third season for scrap collection and since the salvage campaign was just getting under way in July.

Reviewing the advertising utilized in the current campaign, Mr. Madden said that continuous readership studies show that the salvage ads have had much greater observation and readership than the average of all ads of similar size, both in daily and weekly newspapers and in magazines. Some of the advertising was paid for by the American Industries Salvage Committee, some was donated by the papers and some was run under local sponsor-

In the radio field, where only a small amount of advertising was sponsored by the Committee, Mr. Madden praised the industry's voluntary support of the salvage drive, stating that "there is not a single station in the country and scarcely a single program which has not featured scrap salvage many times." He also said that the broad- casting cooperation was "surprisingly full" with the current Newspaper Publishers' Scrap Campaign.

Motion picture shorts, window displays, posters, publicity material, check lists of scrap, instructional booklets and school charts are among the other media being used, Mr. Madden stated, explaining that all of this advertising and publicity material is coordinated with the work of 10,000 local salvage committees throughout the country, handled by the WPB as the actual agents for collecting the nation's scrap.

MBS Billings Up

MBS BILLINGS for the month of September, 1942, amounted to $707,283, an increase of 33.7% over the same month in 1941, when the War Production Board's network's cumulative billings were $528,696. The increase is due to the Board's network's cumulative billings for the first nine months of this year totaling $1,971,478, an increase of 55.8% over the corresponding period in 1941, when the total amounted to $1,270,693.
Teamwork

DOES THE JOB!

It takes perfect teamwork on the part of each member of a church choir to make that choir a success. And it takes perfect teamwork to make your radio promotions a grand success, too! That's why you should take advantage of the WCBM-BLUE Network team to do your job in Baltimore. The BLUE offers Baltimoreans their favorite programs seven days a week, while WCBM offers you the most economical rates for a major network station. Get all the details!

BALTIMORE'S BLUE NETWORK OUTLET

John Elmer, President
George H. Roeder, Gen. Manager

National Representatives
SPOT SALES, INC.
New York - Chicago - San Francisco
Chief Engineer; James Denny Jr., assistant general counsel of the FCC since last February, to the post of general counsel, succeeding Maj. Telford Taylor, was announced last Tuesday by the FCC.

The appointment, on a merit basis, followed the recent confirmation of Sept. 23 of Maj. Taylor, who had been commissioned a major in the Army Signal Corps and reported for duty last Monday. Mr. Denny, as senior assistant general counsel, became acting general counsel.

Mr. Denny joined the Commission Feb. 22, succeeding Thomas E. Harris. He was placed in charge of litigation and administration under Mr. Taylor. He had been chief of the Appellate Section of the Lands Division of the Dept. of Justice.

Born in Baltimore April 11, 1915, Mr. Denny has resided in Washington for several years and attended the public schools there. He was graduated from Amherst College in 1933 and from Harvard Law School in 1936. From 1936 to 1938 he was associated with the Washington law-firm of Covington, Burling, Bailey, Acheson & Sharb. From 1938 until he joined the FCC last February, he was with the Dept. of Justice.

The FCC, at its meeting last week, did not fill the vacancies created by Mr. Denny’s appointment or by the transfer of Assistant General Counsel Lucien A. Hilmier to the Board of Economic Warfare. Rosel H. Hyde, veteran member of the FCC’s law staff, was named acting assistant general counsel in charge of broadcasting, taking over Mr. Hilmier’s duties.

It is predicted the Commission will seek the recommendations of its new general counsel before filling the two vacancies. Elevation of Mr. Hyde to one of the posts is predicted.

Denny Named General Counsel Of FCC, Succeeding Taylor

Latin Editors’ Tour
LATIN American writers, editors and publishers will visit the United States this fall and winter to see America’s war activities. Visits are planned to radio stations, war industries, training camps, colleges and many other places. As yet the itinerary has not been fixed but an announcement is expected soon.

Macaroni Series
PARAMOUNT MACARONI MFG. Co., Brooklyn, radio advertiser for the past 12 years, continues to sponsor half-hour programs on WELI WPEN, WNBC and WEVD, and will add a six-weekly program on WOV, New York. J. Franklyn Viola, New York, is the agency.
"KAISER TAKES 20,000 MEN FROM NEW YORK TO WORK IN PORTLAND (ORE.) SHIPYARDS’...

...that’s headline news to the nation, but it’s getting to be old stuff in Portland where they’ve been swarming in by the thousands for months and the payroll is already 5 MILLION DOLLARS A WEEK ABOVE NORMAL!

IF THERE EVER WAS A BOOM MARKET ..THIS IS IT!.. And all this extra business is velvet for you, Mr. Timebuyer .. because YOU’RE STILL BUYING AT PRE-BOOM RATES on this market’s No. 1 station*...

KOIN

CBS outlet for Oregon and Southern Washington

*If you have any doubt about the predominant public preference for KOIN in this area..consult any survey!

FREE & PETERS, INC., National Representatives
Mr. Shepherd, manager of WORD, BLUE Network outlet, in full charge of its operations. Promotion of J. W. Kirkpatrick, commercial manager of WSPA and WORD, Spartanburg, effective with the removal of the stations to new headquarters in Spartanburg Radiator, were announced last week by Walter J. Brown, vice-president and a general manager of Spartanburg Advertising Co.

C. O. Shepherd, of Asheville, veteran broadcaster, was named manager of WORD, BLUE Network outlet, in full charge of its operations. Promotion of J. W. Kirkpatrick, commercial manager of WSPA and WORD, Spartanburg, effective with the removal of the stations to new headquarters in Spartanburg Radiator, were announced last week by Walter J. Brown, vice-president and a general manager of Spartanburg Advertising Co.

W. S. V. A. of WORD, has rejoined the staff of Spartanburg Advertising Co.

Mr. Shepherd took over management of WNNC in Asheville in 1928 when it was operated by the Chamber of Commerce as an independent outlet. The station later was acquired by the Asheville Citizen and is now operated by the Citizen-Times and is a CBS outlet.

In 1934 Mr. Shepherd entered the advertising and publishing field, in which he has since been engaged. He has been a resident of Asheville since 1919, is a World War veteran and a former officer of Kiwanis rockwell Post No. 2, American Legion.

Mr. Kirkpatrick is a native of South Carolina and a graduate of Clemson. He first was engaged in the automobile business, later became associated with Purina Mills, and afterward became commercial manager of WPBC, Greenville, N. C.

Mr. Ratcliff has been connected with the Spartanburg stations since March, 1941, in several capacities. Before coming to Spartanburg he was program director of WIZE, Springfield, O.

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Griffin in Florida

GRiffin Mfg. Co. launches its annual Florida campaign for the Polish Oct. 12, using transcribed announcements and live copy 12 times weekly on about five stations. This year's ad campaign is expected mainly at the large group of service men stationed in Florida, and will last for four weeks. Instead of the usual limited seasonal period, Griffin is currently engaged in a campaign of transcribed announcements on news stations throughout the state. The agency is Birmingham, Castleman & Pierce, New York.

INSPECTING new 10,000-w. transmitting plant of KMPC, Beverly Hills, Calif., before the dedication ceremony recently were (l to r) B. H. Linden, chief of Los Angeles FCC office; L. C. Sigmon, KMPC chief engineer, and Dr. Lee De Forest, father of modern radio broadcasting. Entire first day of new transmitter was devoted to War Bond sales, with all commercials cancelled.

Program to Rebuild Broadcast Tubes Announced by RCA; Vance Given Post

ANNOUNCEMENT of a rebuilt tube program for broadcast stations, designed to alleviate the tube shortage to some degree, was made by RCA Mfg. Co., Camden, last week by L. W. Teegarden, manager of its Tube and Equipment Division.

Simultaneously, appointment of Harold F. Vance, former RCA broadcast engineering sales executive, as engineer in charge of power tubes for broadcast stations and industrial uses, was announced. Mr. Vance left RCA in 1940 to enter consulting engineering practice in Philadelphia. He returned last December to engage in Government sales activity and now has been assigned the power tube post.

Salvage Methods

RCA's announcement to the industry on rebuilt tube operations follows in full text:

"During the past year, as material and facility limitations have lessened the availability of tubes for broadcast stations, we have devoted considerable study to ways and means of providing the tubes needed to keep this vital service operating.

"Particular emphasis has been given to the possibility of salvaging through rebuilding the larger types of tubes which use substantial quantities of critical material.

"We have, therefore, decided to offer the following plan:

1. Effective immediately, we will be glad to receive orders accompanied by Preference Rating Certificates for rebuilt tubes of the following RCA types: 207, 891, 891-R, 892-R, 892-R.

2. Acceptance of such orders is contingent upon your making available to us, at no charge, a defective RCA tube of the same type that is still in good mechanical condition. Since the yield of rebuilt tubes is considerably smaller than the number of old tubes consumed, we will welcome the return of any additional tubes of the types indicated.

3. The prices of the above types of rebuilt tubes will be 85% of the price of a new tube of same type.

4. A guaranty of rebuilt tubes against defects in workmanship, materials and construction. In addition, adjustments on these rebuilt tubes will be on the basis of 85% of the adjustment that would be made on new tubes of the same type, i.e., rebuilt tubes will be adjusted on the basis of 850 hours or 10 months, whichever occurs first.

5. The charge for attaching a radiator or credit for returned radiators will be the same as in the case of new tubes.

6. Orders must have WPB rating sufficient to use the critical materials required and to ship the rebuilt tube.

7. Rebuilding of tubes can be scheduled only as facilities are available that are not being used for new tube war production. For that reason, we cannot extend delivery promises or supply availability information.

8. All correspondence, inquiries, orders, etc., relative to the rebuilding of tubes, should be addressed to the attention of Mr. H. C. Vance, Tube and Equipment Division, RCA Mfg. Co., Camden, N. J.

9. No tubes should be returned for rebuilding prior to the receipt of specific shipping instructions.

10. Please order the minimum number of tubes that are essential to your station operation.

11. We reserve the right to cancel any orders or discontinue this plan at any time without notice. This policy is subject at all times to WPB regulations currently in force at time of shipment of the rebuilt tube.

NORTHERN PUMP CO. ON FULL NBC NET

NORTHERN PUMP Co., Minneapolis (institutional), an industrial firm engaged in war production, on Oct. 10 started sponsorship of a Saturday afternoon, one-hour commentary series on NBC with Upton Close as commentator.

Program, broadcast on the full NBC network of 25 stations at 5:45-6 p.m., with a repeat for the Pacific Coast at 7:45, carries in-stitutional material gained at war workers and stresses the need of greater and more efficient war production.

Sponsorship of Upton Close, who is also heard on 127 NBC stations for Sheaffer Pen Co., Sundays at 3:15-3:30 p.m., represents the first venture into radio by the Northern Pump Co. Contract for 13 weeks was placed through BBDO, Minneapolis.

NBC-Chicago Changes

THREE DIRECTORS have been appointed to the program staff of NBC-Chicago. Al Morey has been named a musical director, Wheeler Wadsworth, transcription director and Homer H. Heck, dramatic director. Mr. Morey, a former orchestra leader and producer of WHO, Des Moines, has recently returned from Seattle. He was first a writer for Edgar Bergen. He wrote the NBC Uncle Walter's Doghouse for three years. Mr. Wadsworth is former director of W61C, Chicago, and at one time was a member of Paul Whiteman's orchestra. Mr. Heck was former program director of WNAD, U of Oklahoma station at Norman.

Award Deferred

ORIGINALLY scheduled to close Oct. 1, the contest period for entries in the H. F. Davis National Announcers Award has been extended to Oct. 24, by decision of the judges. Reason for the extension is the difficulties experienced by two stations in preparing recordings of their announcer entries. The Davis memorial, an annual contest, gives awards to the nation's top announcer and one national winner, selected from staff announcers of NBC stations.

NBC War Programs

CONTINUING its steady increase in the amount of time devoted to promoting the nation's drive for greater output and to maintain morale, NBC broadcast a total of 35 hours and 17 minutes relating to war effort during the last half of August, as compared to 27 hours and 57 minutes in the first 15 days of the month.

Barry on Yankee Net

JOHN BARRY, Boston newspaperman and radio news commentator, begins his Frontline Headlines Oct. 5 on the NBC program over WNAC, Boston. Running three-weekly, the program will be sponsored by the National Shawmut Bank of Boston.

CKLN, Nelson, B. C. has appointed Howard E. M. McNabb as sports reporter to replace representatives at Toronto, Montreal and Winnipeg.
Schaefer adds extra period

And now in the beer field, one of the most competitive in New York, WEAF has proved itself a successful salesman. Yes, its barrage of high-ranking network programs is one of the reasons. But its specially-designed, well-produced local shows also help make WEAF New York's most popular station. Ask us for facts on these shows. One of them is probably designed to do just the job for you that the "Schaefer Revue" is doing for Schaefer. Could be. Call Spot Sales about it.

Radio Program prepared and produced by...
Batten, Barton, Durstine & Osborn, Inc.

SCHMITZ: This is Schaefer's one hundredth year in business, and, let me add, one of the best in its history. Radio deserves a lot of credit for that sales rise, too.

GREGORY: Those are really kind words, Mr. Schmitz. And we appreciate them, just as we appreciate the excellent programming job you and Batten, Barton, Durstine and Osborn are doing with your "Schaefer Revue" two nights a week. That helps WEAF too, you know.

SCHMITZ: Well, Schaefer is going out for even greater sales, so here's a contract for another quarter hour. That makes us a three-a-week advertiser - Mondays, Tuesdays & Wednesdays, 7:30 to 7:45 P.M.

GREGORY: That's backing up your faith in WEAF with real evidence. Many thanks, and I'm sure this extra period will give Schaefer sales that extra push.

Val A. Schmitz, Advertising Director of the F & M Schaefer Brewing Co., congratulates S. D. Gregory, WEAF Manager, on the station's showing as he gives him the contract for another quarter hour.

WEAF
50,000 WATTS • 660 KILOCYCLES • NBC NETWORK
WINS Granted 10 kw. As 50 kw. Transmitter Is Given Up to Aid War

IN AN UNPRECEDEDENTED action, the FCC last Tuesday granted the transmitter for WINS, New York, a new construction permit for installation of a 50 kw. transmitter until Nov. 4, 1942, in view of circumstances beyond its control, and at the same time granted the station a construction permit for full-time operation.

The station has surrendered its 50,000-watt transmitter to the Government for "urgent war needs", the FCC said.

In the light of these circumstances, the Commission has granted WINS a construction permit to increase its power from 1,000 to 5,000 watts and change its hours of operation to unlimited time and install a new transmitter and directional for day and night use on the 1,000 kw. channel. Simultaneously, it granted it a concurrent construction permit to increase power to 10,000 watts on its frequency and to install a new transmitter.

Will Begin at 5,000 Watts

Under these authorizations, the station first is expected to come into operation with 5,000 watts fulltime and afterwards step up its power to 10,000 watts, as soon as the necessary additional equipment becomes available and is installed.

The virtually unprecedented action of the Commission in extending the WINS 50,000-watt construction permit for two years—the limit allowed under existing licensing procedure—was in recognition of overwhelming needs of the Government, it was learned. Even though the original 50,000-watt transmitter had been virtually installed, it was not necessary to open the station until the WOAV overseas branch sought the transmitter for use abroad. The station, by action, is assured of reinstatement of the authorization to use the maximum power of 50,000 watts as soon as the war emergency is over and equipment is available.

WWVA and KVOO Given FCC Grants

Full-time Operation Slated For Both, Using 50 kw.

PAVING the way for prompt full-time operation with the maximum power of 50,000 watts for WWVA, Wheeling, and KVOO, Tulsa, the FCC last Tuesday granted both stations modification of construction permits which took into account the critical materials situation.

WWVA already is set for 50,000-watt operation fulltime on the 1,770 kc. channel while KVOO has only to make adjustments in equipment and supply proof of performance. The Tulsa station has been operating with 50,000 watts day and 25,000 watts night pending these adjustments.

Changes Provided

The FCC engineering department authorized slight variations from the original specifications of the two stations for 50-kw. operation in view of the critical materials situation. KVOO was granted modifications in its construction permit to allow changes in its directional antenna and a 50-day extension of commencement and completion dates. The grant was made contingent upon an installation of an antenna system when conditions make it feasible, which will provide proper protection to WWVA and use "contingent" power, if any, in the protective field set forth in the standards.

In granting WWVA its modification, which in effect permitted it to begin regular operation with 50,000 watts immediately, the Commission said it authorized changes in the directional antenna for night use "contingent" power, if any, taken whatever measures are necessary to afford complete protection to KVOO when materials and engineers again become readily available.

Officers Elected

NEW DIRECTORS were elected at the recent meetings of the Western Association of Broadcasters at Vancouver. They are M. V. Cherry, CJVI, Victoria, B. C.; Cecil Berry, CFPG, Grande Prairie, Alta.; Carson Buchanan, CHAB, Moose Jaw, Sask.; Roy Wright, CFAR, Flin Flon, Man. Elected as representatives of the WAB on the Board of the Canadian Association of Broadcasters for 1943 were G. R. A. Rice, CFNN, Edmonton, Alta.; H. R. Carson, CFPG, Calgary, Alta.; A. A. Murphy, CFPC, Saskatoon, Sask.; George Chandler, CJOR, Vancouver.

CBS Servicemen

CBS had 89 men in the armed forces as of Oct. 2, of whom 100 were from WABC, New York. A breakdown of the figure according to CBS owned and operated stations shows KNX, with 39; WJZV, with 19; WBWM, with 17; KMOX and WCCO, with 16 each; WEEI, 15, and WBT, 7.
New Ownership

Improved Facilities

of Radio Station

KTHS

Hot Springs, Arkansas

KTHS, only clear channel station in Arkansas, is now owned and operated by Radio Broadcasting, Inc., with John C. McCormack as president and Kenneth K. Kellam, manager.

Technical improvements have been made to increase coverage and provide better quality of transmission. Programming has been improved and a well balanced local schedule, combined with the outstanding programs of the Blue Network, makes KTHS the ideal medium to reach Arkansas' largest rural audience plus the half million people who annually visit Hot Springs.

Ask Branham Company for details
ASCAP Meeting Is Slated Oct. 29

Royalties for Third Quarter Not Up to 1940 Figure

GENERAL meeting of ASCAP members will be held in New York Oct. 29, it was announced last week. Board meeting for the month will probably be shoved up a week, to the 22d, to permit the board to consider resolutions submitted by members for the meeting.

ASCAP royalties for the third quarter of 1942, while not finally determined last week, were expected to exceed $1,000,000 although not to equal the total of $1,118,000 distributed in the like quarter of 1940, highest third quarter in the Society's history.

Radio Income Down

Although income from radio is considerably lower this year than in 1940, due to the reduced terms of the new contracts with broadcasters, revenue from other sources, such as hotels, ballrooms and restaurants, has been the highest ever achieved by the Society, bringing the total for the three-month period not far below the record.

The board rejected the application of Mr. Block, manager of the Make Believe Ballroom broadcasts on WNEW, New York, for a publisher membership in the Society. Board upheld the finding of the membership committee that Block did not fulfill the requirements of ASCAP for membership as a publisher.

Gross, Joins Petry

IRVIN GROSS, associated with WFAA, Dallas, for eight years and for the past two years commercial manager of WFAA-WPAB, Dallas, and KGKO, Fort Worth, has been appointed sales manager of the Chicago office of Edward Petry & Co., station representatives.

Mr. Gross, formerly of the Katz Co., Chicago, and here that with NBC spot sales, Chicago, joined the Chicago sales staff of the Petry organization last month.

WEAF Spot Accounts

RAY NELSON has resumed his ad-lib stories on WEAF, New York, with the return of "Malice of Life Oct. 5, sponsored by Beaumont Labs, St. Louis, for Four-Way Cold Tablets on a five-weekly basis. Maryland-Philadelphia Co., Baltimore, at the same time started five-weekly participations in a new program, "Spotting of Life," in the 12:20-12:45 p.m. period immediately following Spots of Life, H. W. Kasulka, director, handles the Beaumont account, and Joseph Katz Co., Baltimore, is agency for Maryland Pharmaceutical (Rem, Rel).

WINDEDJOY now belongs to Claude Barrere, director of NBC's syndicated program sales. Located in the midst of recording studios in Radio City, his office had been built without windows. To overcome this feeling of repression, he decided to erect a window frame in his office and his wife agreed to fashion appropriate curtains. When this was complete the window still lacked a view. An artist friend provided the mountain scene. At night he also adjusts his blackout shade to conform with civilian defense regulations.

SETTLING TO THE TASK

Radio Provides Leadership and Facilities

For All Local Patriotic Activities-

RADIO's role in the war effort involves all-out support of every community patriotic project, recent reports from stations in every part of the country disclose.

Program directors and promotion managers, aware that the morale and "selling" job will be a major industry activity for the duration, are placing patriotic projects on an organized rather than a "stunt" basis. From everywhere, too, comes evidence that radio is placing its facilities unthinkingly behind projects of other media and organized groups.

During the recent newspaper salvage campaign, local stations joined with newspapers to get out the scrap. Typical was WDCR, Hartford, which transcribed interviews with editors of daily papers, publicized the scrap drive on local shows, added tag-lines to announcements calling attention to the importance of scrap, and held "live" interviews with collection officials.

Daily broadcasts were originated at the local scrap salvage depot by WCHI, Ashland, Ky., while WTAD, Quincy, Ill., has opened a drive on its own, to bring in old landmarks, such as iron fences, statues and fountains still in use for conversion into scrap.

Working With Press

KSTP, St. Paul, worked directly with the local press, with Kenneth Hance, station vice-president and assistant general manager, as radio chairman of the scrap drive. The station had daily five-minute music programs, featuring a scrap jingle contest, in addition to plugs on newscasts, news stories and spot announcements. KSTP was careful to credit individual newspapers for ideas they contributed. Similar cooperation was provided by WROK, Rock Island, III., which worked closely with two local dailies.

On their own, NBC and BLU stations in New York State have a special program to enlist two million school children in the scrap campaign, with Gov. Herbert H. Lehman and Dr. George D. Stoddard, State Commissioner of Education, as speakers.

CBS tried an intensive War Bonds sale drive with Kate Smith devoting an entire day to sales via radio. The singing star put in 20 hours straight from 6 a.m. Oct. 6 to 2 a.m. Oct. 7, broadcasting 28 appeals, and answering personally all phone calls for bonds. Charles Laughton did a similar stint on WEAF, New York, two weeks previously.

At WEAF, now, audiences at studio broadcasts are urged to buy bonds. Though sales are on a voluntary basis, after a show the stars rush outside to special booths to meet prospective buyers.

St. Louis Uses Baseball

St. Louis stations helped Uncle Sam cash in on baseball madness that swept the community at World Series time. KMOX auctioned two world series opening day tickets for $1200, and KWK auctioned 21 baseballs used by Mort Cooper, outstanding Cardinal pitcher, in his string of victories.

Success of the motion picture industries' "Salute to Heroes Month" was assured, in many cities through radio participation. At a special showing of "Wake Island," Jack Mitchell of KTSF, San Antonio, sold $157,000 in bonds. At Oakland, KFO, San Francisco, broadcast a $500,000 Victory Luncheon, with NBC and station officials as guests of honor.

Staff members of WBPO, Cumber-land, Md., participated in a similar Victory Breakfast in honor of Paulette Goddard. The entire event, and ensuing Bond Rally, was broadcast. WRB, Columbus, Ga., utilized talent from local radio facilities to help put over the local Bond Night showing of Wake Island.

Other Promotions

Other promotions in conjunction with motion picture people include: A broadcast by all Dodgers stars of Victory Bond Auction at Masonic Temple, featuring Joe E. Brown; Sound movie trailers pushing bond sales, made by KKL, and distributed to theatres throughout Indiana, Kentucky, KVOO, Tulsa, and KVOR, Colorado Springs, of the Bing Crosby USO unit.

Original radio sales ideas uncovered this week include new headliners: privilege of shooting a gun at a drawing of Adolf Hitler, offered by WOV, New York, to bond buyers; weekly program, Wings Over Carolina, half-hour dramatic sales show on WOLS, Florence, S. C., using talent from nearby Army Camps; half hour variety program Strike Up The Bonds cast in Dallas; series of 21 weekly broadcasts by the Detroit Symphony orchestra on WWJ, and a daily ad-lib interview program from the bond booths of WRE, Indianapolis, in a lobby of the city's leading hotel.

Two new Bond programs on WNOX, Knoxville, are a five weekly transcribed musical half hour, "Bonds and Bonding Airs" and a thirty minute weekly variety The Bondeman, featuring the station orchestra. WQAM, Miami, sends its ace commercial men to local service clubs to sell bonds. KSD, St. Louis, has opened a bond booth, with local clubs and organizations manning it.

WCCO, Minneapolis, sells bonds to members of the studio audience at its 15,000 listeners daily variety show, with civic groups as guests of honor at each program. Bond buyers are introduced on the stage of a local theater during the run of WBAL, Atlanta's weekly Saturday Night WSB Barn Dance. KSO, Des Moines, is appealing to the youthful audience with bond auctions offering gifts from the Lone Ranger, Superman and other comic characters. WFIL, Philadelphia, had a five-day campaign to raise $100,000.

Success of some local campaigns is evidenced at WLCI, Nashville, has raised $767,000 in four weeks at its centrally located Bond Site; KDKA, Pittsburgh, raised $211,000 from an auction program; WPAT, Paterson, passed its September quota of $500,000; Jim Cooper, news-"caster of WBNS, Columbus, alone has sold $50,000 in bonds; WSBT, South Bend, reports that Franklin D. Schurz, station manager, and chairman of the county War Savings Special Events committee, has sold $30,000 in bonds for last month, raising $2,923,654 when only $1,226,700 was asked.
Sunrise “Country Journal” Delivers Largest Early a.m. Audience in St. Louis Area!

At 5:00 a.m. each weekday morning KMOX two-hour COUNTRY JOURNAL opens the St. Louis broadcasting day. It leads off with the Ozark Mountaineers, featuring the top-flight hillbilly songstresses, the Miccoli Sisters.

Next comes big following Fred Kirby with hymns and homely philosophy, followed by the latest Headline Highlights.

Next KMOX famed National Champion Hillbillies take the microphone and furnish the fun.

Next Charley Stookey, CBS Farm Editor, chats with mid-western farmers, followed by the first livestock-market report on the air in St. Louis.

Then more Headline Highlights.

Then a song for the day from Fred Kirby.

Stookey returns to interview an interesting guest.

A final five minutes of Headline Highlights close the program at 7:00 a.m.

The latest Gill Survey says the

KMOX COUNTRY JOURNAL attracts more early morning listeners, both inside and outside St. Louis, than all other St. Louis stations combined.

Twenty-three advertisers, since the first of the year, have made use of this fact to sell bread, soap, shoe polish, furniture, clothing, feed, resorts, drugs and jewelry.

Early Birds interested in converting pennies of advertising cost into dollars of sales will write (or wire) KMOX (or their nearest Radio Sales office) for availabilities of announcements, or five or fifteen minute program strips on the COUNTRY JOURNAL.
BROADCASTERS have responded generously to the appeal of Maj. W. H. Adams (formerly with KSFO, San Francisco) and the little ten-wattter in Kodiak, Alaska, that revered leader of the northern front is well stocked with program material for the approaching winter, according to a letter, forwarded by Howard Lane, CBS station relations in Chicago.

Referring to an article in BROADCASTING, July 20, appealing for programs, Major Adams wrote, "I am enclosing records and transcriptions which have been coming in, and are welcome."

"Our little station sounds like a cross between NBC, BLUE, MBS, OWI and a smattering of CBS,—to say nothing of all the local outfits that responded, too. And it's a great thing for those boys up north. Presently this powerful little ten-wattter is about all they can get, you know."

Community Project
KODK, Major Adams explained in his earlier letter, is a community project, paid for by passing the hat among the soldiers, carpenters, fishermen, store keepers and bankers of the town. Since there are no commercial shows available, it operates on the pass the hat method, too.

The station operates 8 a.m. until 11 p.m., and is staffed by five announcers and engineers, all broadcasters from back home. Its plant so far has cost $3,500. It has a building, and can pick up remotes from the town ball and chapel.

Though some local talent is available, shortage of funds, and complete isolation sharpened the need for professional programs. Atmospheric conditions shut out all other stations, and the soldiers and civilians at Kodiak listen almost 100% to KDKO through the long winter nights. They feel so strongly on the subject, that the station has never gone short when it passed the hat.

In his appeal for local "big name" shows from down here, Major Adams wrote, "Leave the commercials in, if you like. We don't mind. Perhaps your sponsors would like to know about it and feel they are contributing something to their boys away from home."

**LUCKIES PONDERING NEW CBS PROGRAM**

HEDDA HOPPER, Hollywood columnist and commentator, sponsored thrice-weekly under title of Hoppa r's Hollywood by California Tobacco Co., Los Angeles (Sunkist oranges, lemon) on 46 CBS stations, Monday, Wednesday, Friday, 6:15-6:30 p.m. (EWT), ends that three-year association with the broadcast of Oct. 28.

Present contract with the citrus cooperative association calls for her exclusive services. It is understood that negotiations for a new deal starting Nov. 2 with a thrice-weekly corner-hour comedy-drama titled Today With the Dunces, utilizing local talent from each station list. Written by Fred Runyon, the series was recently tested successfully on midwestern stations.

It is reliably reported that American Tobacco Co.'s (LUCKIES PARDONING) agent, Fred D. Sumner, has been in private and personal negotiations with Hopper for a featured spot in a new CBS program scheduled to get under way early in January. Under working title of CBS Looks at Hollywood, several proposed programs were recently auditioned in Hollywood for consideration by George Washington Hill, president of the tobacco company. Signed by Hill and billed as Luckies Leading Lady, and doing a Hollywood chatter spot with a picnic of the Picnic Week, was featured in each audition.

Besides rating and previewing motion picture projects, program will otherwise reflect the Hollywood scene in histrionics, music and chatter. With news and promotion, RSS suggested the original program idea, which was later taken up by Mr. Hill, who incorporated his California Fruit Growers Exchange and American Tobacco Co. are both serviced by Lord & Thomas.

**So. Cal. Committee**

TO HANDLE all wartime and defense activities of the Southern California Broadcasters Association, Lawrence W. McDowell, newly-elected president, has appointed the executive committee for the ensuing year. Van C. Newkirk, director of program operations of Don Lee Broadcasting System, was made chairman, with balance of the committee including Donald W. Thornburgh of KFWB and KNX, vice-president; John W. Swallow, NBC western division program manager, and Kenneth Stickham, manager, KMTR, Hollywood, Richard F. Connor is radio coordinator of the SCBA. Mr. McDowell is commercial manager of KFOX, Long Beach.

**Samuels to Atlantic**

HARTLEY L. SAMUELS, assistant to the director of program promotion of CBS, last week joined the network's sales promotion, from the executive committee of the Southern California Broadcasters Association, Lawrence W. McDowell, newly-elected president, has appointed the executive committee for the ensuing year. Van C. Newkirk, director of program operations of Don Lee Broadcasting System, was made chairman, with balance of the committee including Donald W. Thornburgh of KFWB and KNX, vice-president; John W. Swallow, NBC western division program manager, and Kenneth Stickham, manager, KMTR, Hollywood, Richard F. Connor is radio coordinator of the SCBA. Mr. McDowell is commercial manager of KFOX, Long Beach.

**Most Successful Year**

MOST SUCCESSFUL YEAR since organization of the Oklahoma Network was completed recently with the completion of the 16 stations, is sending mail to camps all over the state 500 sets of 12-inch records containing the full broadcasts of the five Series games.

Supported by World Broadcasting Co., the discs can be played at camps having playback equipment, giving soldiers, sailors and marines an opportunity to hear the complete games if they were unable to hear them during the actual broadcast. Agency in charge is Mazon Inc., New York.

**CHIC CALIBRATOR is Billie**

Brooker, an Iowa State graduate, who is here operating a General Electric transmitter at one of the new radio stations in Wartime. She replaces the series was recently tested in the network's war plants. Wartime has increased to $5,000,000 and is now $6,000,000.

**John C. Roberts Given Naval Air Commission**

JOHN C. ROBERTS, general manager of KXOK, St. Louis, has been commissioned a lieutenant commander in the Navy Air Corps and reported for duty next month. During World War I, Com. Roberts was a Naval flying officer stationed at Panama.

Com. Roberts, brother of Elisey Roberts, president and publisher of the St. Louis Star Times, KXOK and KFPR, was assigned to Naval Aviation offices stationed at Panama.

**KELD Joins Blue**

KELD, El Dorado, Ark., on Oct. 1 joined the BLUE network as a bonus outlet to the network's South-Central group, bringing the network's total number of stations to 140. Owned by Radio Enterprises, KELD operates on 1400 kc, 250 watts, fulltime.

**SERIES TRANSCRIBED**

Gillette Sends Discs of Games

TO ARMED FORCES:

FOR THE entertainment of armed forces overseas, Gillette Safety Razor Co., manufacturer of the World Series games on MBS, is sending by mail to camps all over the world some 500 sets of 12-inch records containing the full broadcasts of the five Series games.

Supported by World Broadcasting Co., the discs can be played at camps having playback equipment, giving soldiers, sailors and marines an opportunity to hear the complete games if they were unable to hear them during the actual broadcast. Agency in charge is Mazon Inc., New York.
Little man...
there'll come a busier day

Some fine day, lad, the booming of the big guns will be stopped ... the chilling screech of falling bombs silenced. *Forever,* we hope.

Then will come your day. Not an easy one, either. It's going to be up to you to keep the wheels of business and industry turning. You'll have to create, buy, sell things never dreamed of before. You'll have to live in and *run* a brand-new world.

It will take more than willing hands and big muscles ... lots more "above the ears" than most folks ever needed. That's why, right now, it's time to keep your eye on the blackboard and your ear on the schoolroom radio.

Yes, American Radio is helping make you ready for the future, too. In Michigan, for example, more than fifty educational programs, specially produced by Radio Station WJR, are picked up every month for classroom listening. It's being done for you, lad ... to fit you for that busier day.

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*BROADCASTING* • *Broadcast Advertising*  
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New Section to Handle Broadcast News Is Created at OWI Under Arthur Force

TO EFFECT more complete news coverage for radio stations and networks the Office of War Information has named Arthur Force, former night news editor of NBC as editor of the radio section of the OWI news bureau. Practically, the new unit will supervise news for stations, radio press associations and news commentators.

Until now there has been no mechanism within the structure of the OWI to care particularly for radio's news needs. Through the new unit, radio news will be provided to informers of what they are about to break and any special requests for information with direct reference to networks, stations and correspondents will be handled in the same way through the main office of OWI in Washington as well as through the various field offices throughout the country.

Specialized Programs

It is also planned to feed specialized programs such as women's features with local angles and specialized background stories. The information will be likely be cleared through field offices however, through teletype connections links the regional offices with Washington headquarters. At present there are no personnel in field offices designated to handle radio news queries and part of the over-all part of a national radio service may be attempted to made each local angle for distribution through field operations.

Mr. Force spent the past two years with NBC as night news editor before joining OWI. Previously he had been with the New York World Telegram, and other papers in Detroit and Cleveland.

The list of regional and field offices, with directors, follows:

ATLANTA (Ga., Fla., Ala., Tenn., Miss., Arkansas) 1728 North Highland Ave. Tel.: Walnut 4121; Birmingham, Irving E. Farmer, 501 Alabama Bldg., Tel.: 4761; Jacksonville, William Bennett, 522 Lynch Bldg., Tel.: 6012; Decatur, M. Emmick Johnson, 200 4th Ave., Tel.: 7-4712.

KANSAS CITY (Mo., Neb., Kan., Ark.)—Marvin McClintic, 300 Mutual Bldg., Tel.: Viceroy 7700; Little Rock, E. H. Thomas, Commercial Nat'l. Bldg., Tel.: 6-6821; Shreveport, Alex Ross, State Office Bldg., 505 Fifth Ave., Tel.: 7-3701; Alexandria, Leo A. Rand Bldg., Tel.: Madison 3160; Madison, Alex Luecke, S. Ind. Indemnity Bldg., 29 Washington Pl., Tel.: 4-4091; South Bend, George Lohr, 601 Washington Bldg., Tel.: 8103.

PHILADELPHIA (Pa., Del., Md.)—Howard Browning, 2250 Chestnut Bldg., Tel.: Locust 3416; Baltimore, Stuart Rabb, 410 Liberty Life Bldg., 417 S. Broadway, 311 W. Walter Hotel, Tel.: 3-1902, 51-9101.

SAN FRANCISCO (Calif., Idaho, Wash.)—Busingham Bldg., Tel.: 67 Fulton Bldg., Tel.: Grant 9599.

BOSTON (Me., N. Y., Vt., Conn., R. I., Mass.)—E. Bigelow Thompson, 17 Commercial St., Tel.: 3-8706; Boston, W. W. W. Curran, 200 Boylston St., Tel.: 7-4741; Exeter, E. T. Hall, 317 Main St., Tel.: 5-2625; Montgomery, James Chipley, 815 Old Bldg.; Nashville, Jack Bonnard, 909 Thistle Bldg.; Tel.: Nashville 5-4101.

CHICAGO (Ill., Wis., Mich., Ia., Ind.)—Paul Jordan, William F. Sullivan

SAVING TUBES

BOOKLET SUGGESTS METHODS OF LENGTHENING LIFE

ADVICE on how to prolong the life of radio transmitting tubes is offered in an eight-page booklet, available on request, recently published by the Radio, Television & Electronics Dept. of General Electric Co., Schenectady, N. Y.

Illustrated with cartoons, and containing concise statements on tube care, the booklet is designed to help owners of pure tungsten-filament tubes, mercury vapor tubes, and thoriated tungsten tubes.

RKO Film Promoted

RKO RADIO PICTURES, New York, in promotion for "Pride of the Yankees" with the World Series games, sponsored a special all-day campaign of spot announcements once daily on the four New York stations, WMCA, WOR, WNED AND WINS. The announcements gave the latest score of that day's game along with commercial urging listeners to see the moving picture. Agency is Donahue & Co., New York.

James S. Vance

JAMES S. VANCE, 66, founder of WJSV, Washington, died Oct. 3 at his home in McLean, Va., where he has lived since his retirement from business a year ago. He founded the station in the early 20's and retained control of the operation until 1955 when it was sold to CBS. He was also the publisher of the American Protestant Reformation. He is survived by his wife and a married daughter.

Spencers Signed on McCann Series

MCCANN LABORATORIES, New York, cooperative sponsor of Pure Food Hour on WOR, New York, for member food producers [BROADCASTING, Sept. 7], has six sponsors for the five-weekly program, which returned to the air Sept. 1.

Among those confining their radio advertising to promotions in the series are: Hawaiian Pineapple Co., to promote its products, for Rochester, Pineapple Products, through N. W. Ayer & Son, New York; and R. V. Daleney, Co., New York, for marmalade, through Gotham Adv., New York.

Other sponsors are Dugan Bros. of New Jersey, Newark, placed through Charles Charles Reach Co., Newark; Richmond-Chase Co., San Jose, Cal., for Heart's Delight Canned Ripe Peaches, handled by Wank & Wank, San Francisco; and P. J. Ritter & Co., Lebanon, N. J., for Tobacco Catsup, through Clemmons Co., Philadelphia. Also Mother Hubbard Distributors, New York, is using to promotion.

Coast Book Hookup

DOUBLEDAY DORAN & Co., New York, using network radio for the first time, has signed for a weekly five-minute segment on BLUE of the network's Friday, on 13 Pacific Coast stations for an indefinite period, following a test campaign of two participations. Firm is currently in an extensive spot radio campaign for Book League of America, a subsidiary, offering two books available by mail order, in an effort to build up a list of subscribers [BROADCASTING, Oct. 5]. The network advertising is a phase of this campaign.

Huber, Howe & Sons, New York, handles the account.

Music Meet Dropped

NATIONAL Federation of Music Clubs has cancelled its biennial spring convention, and will substitute during National Music Week at the hotel of President, to be known as American Music Festival of the Air. Although plans have not yet been settled, it is likely that network radio will be used. Music directors of the major networks, meeting with the Federation recently, offered cooperation to the fullest extent possible in carrying out the project.

Rhodes Advanced

RAY RHODES, for several years account executive of the NBC in San Francisco and more recently associated in that capacity with the BLUE Network, has been appointed sales manager of KGO, BLUE affiliate in the Golden Gate city. He assumes his new duties Nov. 1, succeeding a Mr. A. Gordon, who was re- signed to engage in the radio work in New York.

KEN NILES, announcer of CBS, Hollywood, is completing a trailer using two new books as well as transcribed spot announcements for the 29th Century-Fox film, "Life Begins at 8:30."
The area KEX serves is one of the market "bright spots" of America, it is a region of basic resources - now devoted all out to war production. Three of the famed Kaiser shipyards are located here!

The war-industry workers in the KEX market are highly paid - and they're eager to buy! Farmers, lumbermen, cattlemen and others have the highest spendable income ever.

Active and aggressive local promotion keeps listeners interested in KEX - "The voice of the Oregon country"!

In spot-buying it's essential to get prompt action on availability inquiries. KEX gives it to you - along with a helluva lot of cooperation every step of th' way!

It's a pleasure to do business with KEX - easy, too! Just contact the nearest Paul H. Raymer office, or write or wire direct!

KEX "The voice of the Oregon country" Portland, Oregon
Radio Maintenance Materials Under New Preference Rating

Still Better Classification May Be Sought to Insure Acquisition of Material as Needed

IMPROVED preference ratings to permit the acquisition by radio stations of materials necessary for maintenance and repair but it seems likely that the rating may have to be improved to insure the acquisition of necessary materials when needed. At present WPB officials seem optimistic about their ability to obtain material with such a rating for they maintain that essential needs such as those of broadcasting serve as one of the prime basis in determining actual allocations. This rating is not applicable to any request for aid unless the maintenance station seeking aid complies with nine conditions imposed by the order:

1. The rating may not be used to replace in inventory any spare part or tube for each active tube socket.
2. The rating may not be used to replace in inventory more than one part except those subject to frequent failure, but otherwise, no exhaustion or other exhaustion and those which are so special that failure would inevitably result in long delay in replacement of essential operations.
3. The rating may not be used in any case to increase the value of an operator's inventory of repair parts, other than tubes, above the value of such inventory as of today.
4. The rating may not be used to replace in inventory a new part if the defective part can be repaired with a smaller consumption of raw material.
5. The tube which has been replaced from operator's inventory or which replacement is required must be operated to failure. The operator must return to the manufacturer any power tube rated at 25 watts or more which has failed unless the tube is to be repaired.
6. Equipment which has failed must have been operated within three months prior to failure, and the failure must be recorded in the operator's inventory any spare part or tube for each active tube socket.

TAKIN' A FLYER ON BET (Ky.)?

Bet (Ky.) is a sure-enough town— but as a market for merchandise it's certainly not a very good gamble. On the other hand the Louisville Trading Area is a red-hot sure thing—has 35.5% more buying power than the rest of Kentucky combined!... And there's another hot tip: WAVY completely covers this area for less than the cost of any other medium! Ergo, for results, put your dough on Louisville and WAVY!

LOUISVILLE'S WAVE
FREE & TRACERS, INC.
Nation's Representatives

Ratios of Improvement

1. The ratio of improvement for the new rating was 30:1.
2. The ratio of improvement for the new rating was 40:1.
3. The ratio of improvement for the new rating was 50:1.
4. The ratio of improvement for the new rating was 60:1.

Radio Council, completion of the preference rating.-The Preference Rating hereinafter assigned shall be applied where a preference rating is required to obtain materials suitable for maintenance and repair.

SCENE OF THE FIRST broadcast of WJZ, New York, Oct. 1, 1921, was this room in the Westinginghouse factory. Newark. Pictureed at a later time with Joe Watts (foreground), West- inghouse engineer, and one-time announcer, when Thomas J. Cowan, WJZ's first announcer and program supervisor, is seated at the piano. WJZ celebrated its 21st birthday Oct. 1, broadcasting "Annie Laurie " From the piano was heard a song of the 19th century depicted here—when the 500-watt station sent out its first signal.

Denver Hookup

BROADCAST loop has been installed between Lowry Field, Colo., and the control room of the Rocky Mountain Radio Council, completing a wire connection between the post and the five Denver radio stations. Under the arrangement, programs originated at Lowry Field are relayed through the Radio Council to the station handling the show. First Production, Pass in Review, was presented on MBS through station KFEL.

(Section 944.27) is an official duly authorized for such purposes.

Certification

The undersigned purchaser hereby represents to the seller and to the War Pro-duction Board that he is entitled to apply for the preference rating under this Order, that such application or extension is in accordance with the Priority Regulation No. 2, as amended, with the terms of the undersigned is familiar.

Name of Purchaser.

By. (Signature and title of duly authorized officer)

Date.

(a) Violations. Any person who wilfully violates any provision of this Order, or who, in connection with this Order, wilfully conceals a material fact or fur- nishes false information to any department of the United States is guilty of a crime, and upon conviction may be punished by fine or imprisonment. In addi- tion, any such person may be deprived of privileges or to, or from processing or using material under priority control and may be deprived of privileges assistance.

Issued this 6th day of October, 1942.

Ernst Kansler,
Director General for Operations

SCHEDULE A
1. Radio Communications, including broadcasting.
2. Recording for Commercial Purposes.

Page 28 • October 12, 1942  BROADCASTING • Broadcast Advertising
They work together better... because they can talk together.

In a war of movement
The scout car's job
Is to feel out the enemy
And report its information
Instantly to the main body.

So Uncle Sam's half-track scout cars
Are equipped
With modern radiotelephones
That flash the word to other units.

Teamwork like this
Is important
When minutes mean the difference

Between winning a battle
And disaster.

Modern communications equipment
Designed and manufactured
By I. T. & T. associate companies
Is helping Uncle Sam
Coordinate his fighting forces
On land, sea and in the air.

The broad peacetime experience
Of I. T. & T.
In the field of communications
Is proving its value in time of war.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION
67 Broad Street, New York, N.Y.

IT&T
Associate Manufacturing Companies in the United States
International Telephone & Radio Manufacturing Corporation
Federal Telegraph Company
CONSEQUENTLY . . .
The largest radio audience in the Chicago area—the second largest market in the country—listens to WMAQ.

OBVIOUSLY . . .
The first station in Chicago is WMAQ.

THE STATION MOST CHICAGOANS
LISTEN TO MOST

For further information, write or telephone your nearest NBC representative.

Purely Programs

For Child listeners, WMCA, New York, has two programs, including a news period and a novel comic show. News for Young Americans, an experiment in simplifying news for children of grade school age, is a resume of the week's news in which foreign names and customs are linked with familiar associations to aid in the understanding and retention of news. David Anderson, night news editor of WHCA, writes the scripts for the series, which may extend to a daily news summary if successful. Radio impersonations of famous characters in comic strips are presented on Toy Town Tooters with the aid of a variety of novelty instruments, played by Eddie Lewis and Lou Herriman. Both programs are heard on Saturday.

Wartime Economy for Women

TO INSTRUCT women in their wartime duties is the purpose of a quarter-hour weekly program, Army Post Office, aired on REX, Portland, Ore., with the cooperation of the Consumer Division of the Office of Price Administration. Jean Morrison of REX artists staff rendered a letter written by a war widow to her husband overseas, telling what she has done around the house, new shopping habits, cleaning shortcuts, time-savers and other helpful suggestions to women. Parts of the letter are dramatized for listeners.

War Incidents

A NEW weekly Canadian Broadcasting Corp. network program, Comrades in Arms, dealing with the combined operations of Canada's navy, army, and air force. The opening episode on Oct. 2, gave Canada's a word picture of the Dieppe raid. The second dealt with the running fight of the Canadian destroyer Assiniboine and the German submarine which it sent to the bottom recently after capturing the crew. Subsequent programs will deal with a variety of war incidents and operations on land, at sea and in the air. Program is scripted by the radio public relations officers of the three services.

Psychiatry

PSYCHIATRY in its relation to the normal person is presented by leading medical specialists in a new series of the CBS Highways to Health programs, marking the first time in the 10-year history of the broadcasts, that the merits of psychiatry have been discussed. Emphasis is placed on the role of psychiatry in wartime, particularly in regard to national morale, selection of candidates for the armed forces, and other wartime phases of the whole.

News for Youths

ANALYSIS of the day's war news for youngsters of school age is being provided by WCAU, Philadelphia, in a daily series of commentaries handled by Catherine Clark. Titled, Today's News For Children, appeal is to youngsters from 12 years of age to those in the high school grades, giving the background and significance of the day's war headlines. The program is also offered as an adjunct to classroom work.

Marco Polo

ORIENTAL wonders are recounted on The Travels of Marco Polo, new quarter-hour Sunday program on KGW, Portland, Ore. With a background of organ music, Dick Rand, veteran actor and announcer, reads the familiar stories of the fabulous European traveler.

Spilling The Beans

JOSEPH F. DINNEEN, featured writer of the Boston Globe for the past 20 years, uses the title of his own daily column Spilling the Beans as the name of his weekly series of 15-minute commentaries on WOR, Boston. Program includes general news, war developments, and, from time to time, figures in the public eye as guests.

Successful Writers

FEATURING writers who have achieved success, the California Writers Club Round Table has started a series on KROW, Oakland, Cal.

For Complete Coverage in Alabama it's
The ALABAMA TRIO

Alabama's vast spending power extends the length of the state and payrolls are at record figures. The rate and better coverage on the ALABAMA TRIO. Save a full 10% when you use all three.

WSGN BIRMINGHAM WSFA MONTGOMERY WALA MOBILE

REPRESENTED BY HEADLEY-REEF CO.
**“Hello! Is This Mom?”**

NEW SERVICE show on WTMJ, Milwaukee, is Furlough Fun, sponsored by the Robert A. Johnston Co., local cookie, candy and cracker manufacturers. Broadcast from USO headquarters, the popular program features interviews of a half-dozen service men by Bob Heis, emcee. The lucky men whose numbers are drawn from a hat prior to the program, are given a chance to speak to their families over long distance telephone. Part of the conversation is aired. Then the service man retires to a secluded corner where he continues his phone call.

* * *

**Spot for Girls**

DESIGNED to serve as a preview spot for feminine announcers, producers, engineers and men, as well as talent, a weekly half-hour all-girl variety show Victory Belles, has been started on KNX, Hollywood. Featured are Beverly Jean Porter, vocalist; Mabel Todd, comedienne; Music Maids, vocal group, and an all-girl orchestra.

**War Problems**

STRESSING importance of the farm in our national life and tying in with the war effort, a new five-weekly quarter-hour dramatic series, *We, the Living*, has been launched on NBC Pacific Coast stations, Monday through Friday, 9:45-10 a.m. (PWT). Written and directed by Howard Keegan the series was inaugurated Sept. 28. Centered around three generations of an Ohio family in a farming community, series portrays their individual and personal problems which continue despite the war.

* * *

**Call Letter Title**

DURING the hours between 12 noon and 6 p.m. on weekdays, WBNY, Brooklyn, offers *We Bring You News*, program using the station’s call letters and presenting news every minute on the minute as it is received off the AP and INS wires, edited, and broadcast by four announcers. Program is subdivided under world headlines and news, and national headlines and news.

**Personal Problems**

OFFERING aid and advice to men and women with difficult personal problems, WNEW, New York, has launched a Sunday series of discussions by Dr. Lester F. Miles, New York psychologist. Dr. Miles answers questions about marriage, children, occupational problems, and the effect of the war on individual personalities.

**Strictly Light**

TO MEET the demand for light radio entertainment, WHN, New York, has started a two-hour daytime variety program of song, comedy, band, sport highlights, newscasts and other amusement features. The six-weekly series is titled *Gloom Dodgers*.

* * *

**The Underground**

INTERWEAVING fact with fiction, Major V., new serial on WWJ, Detroit, tells the story of an American engineer, stranded in Germany at the outbreak of the war, who stays to fight on with the captive peoples.

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**Where COVERAGE brings RESULTS**

Right at the time that WSIX steps up its power and frequency, the Nashville market blooms out as one of the key sales areas of the entire South.

Unprecedented prosperity here makes this market ripe for intensive coverage, supplied to your order by one medium—WSIX with its new 5,000-watt power and 980-kilocycle frequency.

Make your own check-up—but make it NOW. Wire for full information.

**SPOT SALES, INC., National Representatives**

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**BROADCASTING • Broadcast Advertising**

October 12, 1942 • Page 31
Sensible Censorship

A SENSIBLE and practical approach to the foreign language radio problem has been taken by the Government, with the cooperation of the broadcasting industry, without the pyrotechnics and controversy that first punctuated efforts in that direction. Imposition of wartime restraints on programs handled in foreign tongues has been just about the most troublesome and inflammatory problem to develop since Pearl Harbor.

The Office of Censorship has established a foreign language section in its Broadcasting Division. It will assist foreign language station managers in exercising voluntary censorship practices as spelled out in the Code of Wartime Practices. It will cooperate with the Foreign Language Broadcasters Wartime Control and with stations individually, to prevent subversive material from going out over their facilities.

In our judgment, this development will contribute more to the proper operation of the some 150 stations handling foreign language problems than any other move that could have been made. The efficient and sound way in which the Censorship Office has functioned during the 10 months since war began certainly indicates that. Censorship Director Byron Price has surrounded himself with capable assistants, particularly in radio. J. Harold Ryan, assistant director for radio, has been more than considerate in his treatment of the medium. The entire organization, entrusted with one of the most delicate tasks of wartime government, has been a model of efficient, common sense operation.

In assigning Robert K. Richards to head the foreign language unit, Mr. Ryan has selected a young executive who already has proved a capable and diplomatic Government official. Drafted by Mr. Ryan as his assistant when he took over the radio censorship post last December, Bob Richards knows radio programs and station operation. The troubles of stations airing foreign language programs, admittedly desirable even in wartime, will be alleviated considerably under this new structure.

Merit Promotions

IT'S THE American way to applaud people who make good. The FCC last week promoted Assistant General Counsel Charles R. Denny Jr., to the general counselship filling the vacancy created by the resignation of Telford Taylor, who has been commissioned a Major in the Army Signal Corps.

Mr. Denny, despite his youth (he's 30), has had an enviable reputation in private practice and in Government. Before he joined the FCC last February he had served four years with the Dept. of Justice, leaving it after he had become chief of the appellate section of its Lands Division.

Mr. Denny's promotion is strictly on a merit basis. It gives incentive to other members of the FCC's staff, particularly in these hectic times.

There are two assistant general counselships to be filled by the Commission. There are a number of qualified, experienced attorneys on the FCC staff who could step into these posts. Rosel H. Hyde, who is acting assistant for broadcasting, filling in for Lucien A. Hilmer, who has transferred to the Board of Economic Warfare, certainly has the background, experience and executive ability to take over that important assignment. We can think of several others on the Commission's law staff who can take over Mr. Denny's assis- tance at the general counselship. We hope the Commission follows the course of merit promotion in filling these vacancies.
EARL JOSEPH GLADE, who has just been reappointed chairman of the Code Committee of the NAB, is the radio manager of the Utah-Idaho-Wyoming section of America, known as the Intermountain Empire. His entry into radio dates right after April 20, 1921, when KZN, later to become KSL, went on the air in Salt Lake City.

At that time, Earl Glade was assistant Professor of business administration at the University of Utah, where for a period of more than 12 years, 6,018 students found inspiration and motivation in his classes. He was an honor graduate of Brigham Young University and took his postgraduate work at the University of Chicago.

Earl then, also, had a business affiliation with the L. S. Gillham Advertising Agency, of Salt Lake, still rated one of the most potent organizations in this field in the West.

His incursion into radio was, therefore, a natural. It was, however, a primeval field. No one in the mountain area had ever heard of broadcasting as an advertising medium. As Earl set out to finance and organize the station that was later to become the powerful KSL, about all business men would do was to listen respectfully and then, on the side, feel sorry for his mother.

But gradually the indomitable spirit won, and many of those who at first derided and laughed later climbed on the radio wagon.

In those days of uncertainty and improvisation, Earl served in the whole gamut of radio station jobs, from janitor to manager.

His luckiest break came when he sold John F. Fitzpatrick, publisher of the Salt Lake Tribune and one of the West's most astute men of affairs, a substantial interest in the new venture. Mr. Fitzpatrick at once envisioned the potentialities of radio and put the prestige of his paper behind the enterprise. The control of the station, however, resided in the Latter Day Saints Church (Mormon) hierarchy.

The first station established in Salt Lake City was known successively as KZN, KPPT and KSL. Earl proved the old Federal Radio Commission proverb, that the exchange of the letter-call KPPT for KSL, which was then used by a small station in Alaska.

At that time Salt Lake City was actually a great distance from the Atlantic seaboard. Transcontinental telephone circuits then were still an experimental and radio equipment almost wholly unattainable. However, under Earl's guidance and with the support of a board of directors who were rapidly realizing the potentiality of radio, KSL gradually worked its way from 500 watts to 5,000 and its present 50,000 watts.

At the dedication of its 5,000-watt transmitter, KSL is reported to have broken all Western American records for telegrams received, except that of the San Francisco earthquake and fire.

The return of Charles Lindbergh from his epoch-making flight to Europe, was the first transcontinental broadcast to be released in Salt Lake City. Earl had this historic presentation piped into the famed Mormon Tabernacle, where it was heard by nearly 5,000 astounded listeners. Many were in tears.

Backed by Mr. Fitzpatrick, now president, vice-president of KSL, Earl brought to Salt Lake City the historic Dempsey fights with Carpentier, Firpo and Tunney. The line charges on each of these features averaged over $900. The features were all "public-addressed" on Main Street by KSL for the tribune, where fully 20,000 fans gathered at each bout to cheer Utah's own Jack Dempsey.

Earl is the originator of the coast-to-coast network broadcast of the Salt Lake Tabernacle organ and choir, now in its 14th consecutive year. President of the Salt Lake City Tabernacle, Earl is widely known in the West for his field work for KSL and CBS. He is a popular public speaker and has filled numberless assignments in this capacity at universities, service clubs, trade associations and churches throughout the West.

He is now vice-president and a member of the board of directors of KSL. In his public relations contacts for the station, he is devoting a generous share of his time to Government activities. He is chairman of the Salt Lake City local boards of Selective Service and is also state chairman for Utah of the USO.

He is immediate past president of the Salt Lake Chamber of Commerce, and has served in similar capacities for the City Rotary Club and the Bonneville Knife and Fork Club. He is deputy councillor for the Alpha Kappa Psi fraternity, and a member of the board of regents of the University of Utah.

In a church capacity, he is a member of the general board of the Desert Sunday School Union, and a member numbering 400,000 members.

He also financed and built station KLO at Ogden, Utah during the earlier days of radio. Many other stations in the western area have known his generous interest and helpfulness during their periods of struggle.

Earl J. Glade was born in Ogden, Utah, Dec. 2, 1886. He is the brother of seven children, as Mrs. Melva, a member of the faculty of the Utah State Agricultural College, and Melva, secretary to the famous scientist, John A. Widtsoe; Earl Jr., KSL's continuity department head; Dr. Frederick R., a first lieutenant in the Medical Corps attached to the Air Forces, Lieutenant James, of the 188th Field Artillery; Kenneth, of the Medical Training Center at Camp Barkeley, Texas; Patricia, a Chi Omega at the University of Utah. Mrs. Glade is an accomplished musician and for years played on KSL programs under the name of Beverly Snow.
The text contains information about various broadcast stations and personnel changes. It includes announcements about the joining of new staff members, changes in roles, and other broadcast-related news.

For example, Jack Richardson, formerly of radio station KMPC, Beverly Hills, Cal., has been inducted into the Army. He married Patricia McNamara of that city Sept. 27.

Catherine Jacobson of the Detroit News since the organization of WWJ, has been recalled by the newspaper's editorial department because of the shortage of experienced newspapermen. One of the first radio editors, Mr. Kelly was active in organizing both WWJ and WARD as commercial outlets.

Les Baring has joined the announcing staff of WWJ.

Red Foley, vocalist, has rejoined the staff of WDRC, Chicago. He has been operating a ranch in southern Illinois during the summer.

Les Speas, Chicago network actor, has enlisted in the 108th General Hospital unit, U. S. Army.

Vicor Reed, news and special events staff member of NBC-Chicago, on Oct. 12 is to marry Nora Catherine O'Brien of Chicago.

DICK ALLAN, former announcer of WSB, has returned to his former berth, traffic chief, of WSB, Dallas, Texas, as a producer.

Van C. Newkirk, program director of the Don Lee Network, has been appointed chairman of the board of the Southern California Broadcasters Assn. Former chairman Lawrence MacDowell has been named president.

Tom Dyhr, of the promotion department of KSL-KSTP joins the Army, and is replaced by Lois Jory, and John Drake, formerly of KUW, Kansas City, Charis McCauley, station news editor and commentator, and Bill Brooks, former producer of WOSF, Oklahoma City, has joined the Army.

Please read... Twice

There are more BLUE SKY ARTISTS than meet the eye. What's more, any station office boy can shade a map. Our sympathy to the time buyer.

Afikia-Chalmers, The Portland Cement Association, Park and Pollard, Babson Brothers Company of New York, Olson Rug Company

Wanted results—not blue skies. Why not ask them about

WHCU

ITHACA, NEW YORK

1000 WATTS

CBS 870 KC
Pearson Hitches

ARTHUR G. PEARSON, purchasing agent for NBC-Chicago, who doubles as justice of the peace in West Deerfield Township, Ill., last week went through his first experience as a "marrying justice". His customers were two NBC colleagues, Margaret Dunnett, telephone operator, and John Carsella, staff musician, gave Pearson a chance to perform the role.


DON CURRIN, announcer of KQW, San Francisco, recently became the father of a girl.

FRED GWYN, announcer of KQW, San Francisco, was inducted into the Army recently.

DOUG JOHNSTON, former traffic manager of KNX, Oakland, Calif., has joined KFRC, San Francisco, and is in charge of the transcription department replacing August Lawrence, who has been named music librarian.

PARKER GAYMAN, announcer of KFRC, San Francisco, recently became the father of a baby girl.

MEL ENGER, announcer of KKKD, Los Angeles, has joined the radio division of the Office of War Information in San Francisco.

JIM JOYCE, formerly announcer of KHJ, Hollywood, has joined NBC, that city, in a similar capacity.

IRENE SKOK, secretary to Harry Fenze, Blue production manager, is engaged to Howard Schonoe of Valley Stream, Long Island.

LARRY ELLIOTT, free-lance announcer who has handled numerous assignments for the Treasury Department's Liberty Bond drive, has been signed to announce the MBS Treasury series, "Saturday Night Bond Wagon."

Johnny Whitehead, formerly editor of Radio Life, Hollywood San magazine, who joined the Marines in July, has been elevated to sergeant.

CORNELL JACKSON, formerly of Berg-Albenberg Inc., Beverly Hills, Calif., talent agency, has been promoted from consultant to an assistant deputy chief in the radio bureau, Office of War Information, Hollywood under supervision of Nat Wolf, deputy chief.

ELVIA ALLMAN, Hollywood radio comedienne, has been signed for a part in the MGM film, "Three Hearts for Julia."

BOB MULLIN, continuity writer of KBFO, San Francisco, recently became the father of a baby girl.

OLIVER TRAYN, formerly of BBDO, New York, where he was active in a production capacity, has joined the production staff of WNEW, New York.

MAURICE HART, record program man of WNEW, New York, has been signed to handle commercial announcements with Cliff Eagle on the broadcasts by Dorothy Thompson, commentator and columnist, on Blue Star Wholesale Clothing Co. New Hart is currently featured in a program of popular music on the Atlantic Coast Network.

PAUL SULLIVAN, newscaster of WHAS, Louisville, formerly sponsored on CBS by Brown & Williamson Tobacco Co., has been signed in capacity of WWJ, Cincinnati, on Oct. 19.

JOHNNY WHITEHEAD, formerly announcer of KQW, San Francisco, has joined the news staff of WNEW, New York.

HARRIET MULLIN, continuity writer of WNEW, New York, has been named music librarian.

JACK SCALON and Allen Keyes, having completed the Blue announcer course have joined WTRF, Troy, New York, and WAKR, Akron, respectively, as announcers.

BETTY HURD, who was succeeded by Jean Colbert as director of women's programs at WCAU, Philadelphia, rejoins the station staff as member of the program department. She will assist in publicity.

WILLIAM MANN, formerly relief announcer of WIP, Philadelphia, has become a regular member of the announcing staff, replacing Lee Vines, now with CBS in New York.

DOLORES MILLER OSBORN, former feature writer on out-of-town newspapers, has joined the news staff of WIP, Philadelphia.

KENNETH W. STOWMAN, director of publicity and promotion at WCAU, Philadelphia, has been commissioned a lieutenant (g.) in the Navy, reporting to Fort Schuyler, N.Y., on Oct. 29.

EDWARD GREIF, radio editor and film reviewer of Motion Picture Daily, joins the NBC press department Oct. 12. Woodrow Johnson, for several years associated with the American Industries Salvage Committee, and the Inter-Allied Information Center, has also been added to the press department.

HOWARD WILEY, producer of NBC-Chicago, has been named assistant production director in charge of music at NBC-Chicago and will act as assistant to Charles Urquhart, production director, until appointment of a dramatic assistant.

RAY GIRARDIN, production staff member of WEEI, Boston, for the past eleven years, has been appointed production manager.

North Carolina Independent Local Land the Coveted Army-Navy Football Broadcast!

WHIT sales department has completed negotiations with Marschalk & Pratt, Inc., agency for the Standard Oil Company of New Jersey, for this lively station to broadcast the Army-Navy game on Saturday, November 28th. The agency has made arrangements with the Mutual Broadcasting System to extend network facilities to WHIT.

. . . There must be a reason!

Here's the line-up of WHIT SPONSORED PROGRAMS!

5-MINUTE PROGRAMS . . . 79 WEEKLY
10-MINUTE PROGRAMS . . . 6 WEEKLY
15-MINUTE PROGRAMS . . . 97 WEEKLY
30-MINUTE PROGRAMS . . . 6 WEEKLY
60-MINUTE PROGRAMS . . . 2 WEEKLY
PLUS PARTICIPATION SHOWS . . . 19 WEEKLY

GRAND TOTAL OF 209 SPONSORED PROGRAMS WEEKLY

. . . There MUST be a reason!

WHIT market and coverage data now available. Write us direct—we'll tell you how over $70,000,000 are being spent in our area! Seventy millions isn't hay!

"We Help Industry Thrive"

New Bern, North Carolina

LOUIS N. HOWARD
President & Gen. Mgr.

J. ALLEN BROWN
Sales Manager

BROADCASTING • Broadcast Advertising

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JOHN D. MORSE, program annotator of Living Art, CBS program, has become editor of The Magazine of Art, official magazine of the American Federation of Arts.

NOBA STIRLING, of the NBC script division, is chairman of the committee appointed to supervise writers preparing the Saturday Night Bond Wagon, Mutual program to be sponsored by the Treasury. Nora Stirling is a member of the Writers War Board, which is handling writing and production of the programs in conjunction with the Radio Director's Guild.

LEN FINGER, of the BLUE script division, has been awarded the Community Service Citation by the American Legion, Post No. 33, Beaumont, Tex., for service rendered while program director of KFDM, Beaumont.

ENSIGN HALSEY V. BARRETT, formerly in the promotion departments of WOR and WNEW, New York, and Janet K. McDonald of Bronxville, have announced their engagement.

JOSEPH VAN HAUTE, of the news department of WCAU, Philadelphia, has been appointed traffic manager of the station. He succeeds Kenneth W. Stowman, who has been commissioned a lieutenant in the Navy. Henry T. Murdoch becomes director of publicity, station promotion and news editor, all formerly handled by Stowman.

JEAN HERSHOLT, star of the CBS Dr. Christian series, sponsored by Cheesbrough Mfg. Co., New York, is the newest member of the Committee of 36, consisting of radio personalities aiding in the national public education campaign of the OWI.

MARK O'BRIEN, news editor of WOTM, Manitowoc, Wis., has resigned to enlist in the Army Air Forces.

SIDNEY J. ALBRIGHT, NBC correspondent in Sydney, Australia, and former manager of United Artists in the Netherlands East Indies, has been appointed general manager of United in Australia and New Zealand, succeeding Cecil Marks, resigned.

RECOGNITION for 30 years of service comes to Frank A. Logue, (left) auditor of Westhinghouse Radio Stations Inc., as he receives gold lapel button from Lee B. Walle, general manager of Westhinghouse Radio Stations headquarters in Philadelphia.

CHUCK HARRISON, flying cadet training at Ryan school near Tuscon, Ariz., has been appointed general manager of United in Australia and New Zealand, succeeding Cecil Marks, resigned.

WOR Names Al Ross

AL ROSS, freelance writer, has been named commercial program manager of WOR, New York, by Julius P. Seebach, WOR vice-president in charge of programs. Mr. Ross succeeds Thomas Moore, who has resigned to enter the Army. Mr. Ross at one time headed his own agency, Albert M. Ross Inc., New York. He has also been associated with Thomas Moore, Walter Thompson Co., and Geyer, Cornell & Newell.

HANK GAHSON, Sid Zelnick and Ray Singer, Hollywood writers, have been added to the weekly NBC Rudy Vallee Show sponsored by Sealtest Inc. Trio, replacing writers called to active service, will collaborate with Bill Denling and Dick Cavallati.

LDSIE MAYSWINNERY, formerly news editor of KOY, Phoenix, has joined the news staff of KIL, Hollywood. Edwin M. Clough, Arizona network news editor, has taken over his duties.

PVT. MAC C. MATHESON, formerly in the traffic department of KOY, Phoenix, is the father of a girl.

ARCHIE PECKHAM, president of Southern Sales Servies Co., Huntington Park, Calif., has been appointed public relations director of the KMTK, Hollywood. He is assigned to the Blond Wagon and replaces Rex Detre, now a captain in the Army.

JOHN F. McMahan, formerly with the Pittsburgh Press and Sun-Telegraph, and later researcher for Ketchum, MacLeod and Grove, Pittsburgh, has joined the news staff of KDKA, Pittsburgh.

FELIX ADAMS has joined WLAB, Albany, Ga., as chief announcer and program director jointly with R. O. Van Duzer, station general manager.

HARRY MARBLE, CBS news announcer, on Oct. 9 reported for induction in the Army.

DOROTHY HEARTHEIM, secretary to Daniel S. Tuchill, vice-president of National Concert & Artists Corp., New York, has been granted a six-months leave of absence and has left for the West Coast.

HAL GRAVES, formerly announcer of WGBH, Freeport, N. Y., and presently of WURL, Woodside, N. Y., has joined WLJC, Brooklyn. Roger Bowman, formerly of WNOY, New York and WSUJ, Iowa City, is now writing script and announcing the Great Classics recorded series on WLJC.

ALAN SUGAR, script writer of WJJ, Cincinnati has written the English lyrics to the tune Ohio Choo. The music was written by Xavier Cugat for the Columbia musical You Were Never Lovelier and the song has been published by the Chartier Music Co.

“GETTIN’ OUT OF ONE OF THESE THINGS IS ABOUT AS EASY AS TRYIN’ TO COVER THE RED RIVER VALLEY’S 290,000 RADIO HOMES WITHOUT WDAY, AT FARGO!”

WDAY

EASTON, N. D. 5000 WATTS N. B. C. & BLUE

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NAT’L REPRESENTATIVES

BoWcastinc • Broadcast Advertising

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What about WOL?

...enlarges more

Network Programs than

any other Washington Station

Get the facts from WOL—WASHINTON, D. C.

Affiliated with MUTUAL BROADCASTING SYSTEM

National Representatives

SPOT SALES, Inc.

IRA ASHLEY, producer-director of Lambert & Feasler, New York, on Nov. 1 is resigning his position and has just returned from a trip to London. With the agency for the past three years, Ashley directed NBC's Grand Central Station Show, which was discontinued last July by its sponsor, Lever Bros. Co., Cambridge, for Riso. The agency handled the program on a package basis for Rithrauff & Ryan, Agency in charge of business at Lambert & Feasler. Mr. Ashley was a CBS director and previously served with William Esty & Co., Los Angeles, on the CBS Camel Carousel program.

BILL THOMAS, New York publicity director of Young & Rubicam, is in Hollywood conferring with Carroll Nye, West Coast publicity director, on full exploitation plans for agency-produced shows.

RUTH MATTHEWS, formerly with the London and New York offices of J. Walter Thompson Co., is with the copy staff of Joseph Katz Co., New York.

BRANDT AYMAR, account executive of Wortman, Barton & Goodl, New York, is on active duty as an ensign of the Coast Guard Reserve.


JOHN D. ANDERSON, account executive at Rithrauff & Ryan, New York, has been appointed lieutenant (j.g.) in the Naval Reserve. He will serve in the aviation intelligence division.

ROBERT M. NEWCOMB, former copy director of Ward Wheelock & Co., Philadelphia, has received a commission as lieutenant (j.g.) and has reported for active duty in the Navy.

KENNARD G. KEEN, Jr., formerly a copywriter at Ivey & Efluggion, Philadelphi, has joined James G. Lamb Co., Philadelphia.

JOHN W. BROWN, former account executive of Peller & Ryan, New York, has joined Kenyon & Echardt, New York, in a similar capacity.


FREDERICK C. BRUNS, vice-president of Rithrauff & Ryan, New York, has been elected a member of the agency’s board of directors.


O. A. (Dutch) FELDON, for the past ten years with Macfadden Publications, has joined MacFarland, Avenue & Co., Chicago, joining to Hays MacFarland, president.

GEORGE D. SKINNER, formerly in charge of public relations for Albert Frank-Weather Law, New York, has joined the public relations staff of N. W. Ayer & Son, New York.

JACK LITTLE, formerly public relations director of the All-Year Club of Southern California (tourist promotion), has joined Lord & Thomas, Los Angeles, as senior account executive.

M. P. FRANCESCHI, president and general manager of J. Sterling Getchell, New York, has resigned to join Lord & Thomas, New York, in an executive capacity. Mr. Franceschi was with Getchell from the time of its inception.

ARThUR F. BALDUS Jr., formerly of Beaumont & Houston Inc., Los Angeles, is a co-sponsor in the Coast Guard Reserve.

GEORGE VOSS, program director of WRAC, Stamford, Conn., has joined Lennen & Mitchell, New York, succeeding Frederick Stoutland in the radio research department. Mr. Stoutland resigned several weeks ago to enter the armed forces.

BEN ENGLANDER, partner in Lichtig & Englander, Beverly Hills, California, has withdrawn to become business manager of Producers Corp. of America. Hollywood film producers. Harry Lichtig continues to operate the agency.

**Guesteditorial**

*(Continued from page 32)*

know that when the red lights glares—thousands of dollars in equipment and personnel stand at your back.

When you're on the air—you understand that you're Mr. Radio Station himself. No one else matters when you take the air—because everything the station stands for—its background, its reputation and its future—all this is wrapped up in you.

You're not the fellow who acts cute when a gang of visitors come to see what it's all about. You're the fellow who stands erect, who upholds the prestige of radio. You realize that you must carry on the work as outlined by pioneers in the field of broadcasting, and at the same time you know you have the chance to strengthen the industry with your own ideas. You're right—you can't "horse" and "box"

around in the studio and do an honest job for station and client.

You're the best in the business—a top announcer. You are familiar with the fact that you stand on a stage with millions of people before you—knowing you, hearing your voice. If they could see you, they'd change their opinions of you because you keep yourself neat, you conduct yourself as they presume you would. You're not high-hat, egotistical. You're in radio because you like it—and you always strive to do your job well, whether it be selling pills or powder puffs. You'll make that network, fellow. You're a radio announcer—the best in the business.

ROY HUNTER, advertising counsel of Vancouver, has been appointed Pacific Coast representative for Stevemani & Scott, Montreal and Toronto agency.

JACK GALE, West Coast radio director of National Concert & Artists Corp., has enlisted in the Navy.

NEWS Today's listeners demand it. So, leading advertisers in Arizona are releasing news broadcasts. Nine of KTA's average of twelve complete newscasts daily are serving aggressive sponsors. The reason! KTA offers the most complete local, national and international news coverage in southwestern radio. For more productive appeal in one of the nation's richest markets use Arizona's preferred station.
52-WEEK CONTRACT signed by John, Shepard 3d (r), president of the Yankee Network, and James M. Murley Jr, Broadcast Advertising Inc., puts on the air The Yankee Kitchen, five-weekly food advertising show on 11 Yankee outlets 2:15-2:45 p.m. Open to non-competitive sponsorship, show now features Ken & Carolyn, both formerly successful restaurant managers.

LABOR'S Protective Committee, Los Angeles, working through Robert F. Doria Inc., that city, has launched a Southern California radio campaign to defeat the "hot cargo" and secondary boycott bill which is appearing on the Nov. 2 California ballot as Proposition No. 1. Besides quarter-hour talks on KNX KFI KFWB KRKD KFAC one-minute transcribed announcements are also being used on those stations as well as KFRC KVBL KVOD KVOL in addition a series of NBC and CBS California network programs are planned.

CHEMICALS Inc., San Francisco (Vans, household cleanser), has started Funny Money Men three-weekly on KPO, San Francisco. Agency is Boisford, Constantine & Gardner, San Francisco.

L. N. Le BOLD & Co., Rochester, N. Y., through its newly appointed agency, Grady & Wagner Co., New York, launched a test campaign Oct. 6 on KCMO Kansas City, and KDKM Tulsa, using three daily live and transcribed announcements, five times weekly for Vitrea, a medical product. A 13-week campaign will get under way in November on a Pittsburgh station.

R. H. MACY & Co., New York department store, on Oct. 6 launched a weekly quarter-hour of dressmaking lessons, titled Sew and Strove, on WOR, New York. Virginia Carter conducts the program, which is in fashion with the war effort. Agency is Young & Rubicam, New York.

BEAUMONT LABS, St. Louis (Four-Way Cold Tablets) has started a live talent mid-morning three-weekly quarter-hour program on WMAQ, Chicago, featuring Nancy Martin, vocalist, regularly heard on the BLUE Breakfast Club and Club Matinee. Agency is H. W. Kastor & Sons Adv. Co., Chicago.

DIANA-MITE FOOD Co., Los Angeles (China-mental-breakfast food), in a 13-week campaign started Oct. 5, is sponsoring daily participation in Women's Page of the Air on KSFQ, San Francisco. Agency is Blocker, Davis & Staff, Los Angeles. Herb Beaven is account executive.

PUBLIC FINANCE Corp., Winnipeg (small loans) on Oct. 13 starts MBS network mystery Bulldog Drummond on CKCI, Toronto, and has started spot announcements on CFRB, Toronto; CJRC and CKY, Winnipeg. Account placed by McConnell-Eastman Co., Toronto.

BASIC FOODS Inc., Los Angeles (vitamin products), in a 13-week campaign which started Sept. 28 is currently sponsoring a twice-daily quarter-hour health program on KMPC, Beverly Hills, Cal. Account is placed through Eichidor Publications Inc., Hollywood.
**Meet the LADIES**

**MEREDITH SMITH**

A VETERAN in radio at 26, is Meredith Smith, hostess of *Happiness House*, daily program on WWDC, Washington, featuring news of food, home-making, fashions and women's activities. In eight years of radio work, Miss Smith has done freelance on four Washington stations, and one in Baltimore. She has been a commentator and writer for a station in South Carolina.

In May, when WWDC opened, she returned to her native Washington to head the women's department. Her programs are *Happiness House*, and in addition, *Autograph Albums*, an afternoon program. In time off from radio writing, acting, and producing, Meredith Smith likes reading, swimming and horse-back riding.

**Game Tickets**

FREE FOOTBALL tickets to games of their choice are offered listeners for the most interesting football questions submitted to Francis J. Powers, sports columnist, and Lynn Waidorf, football coach of Northwestern U, conductors of a thrice-weekly sports program sponsored by Emmeo Insurance Co., South Bend, on WMAQ, Chicago. Agency is McDonald-Cook Co., South Bend.

**Reasons Why**

PRIZE of $25 is the feature of Corrine Jordan and her Stardust program broadcast by WNAX, Yankton, S. D., for Salisbury-Satterlee Co., Minneapolis. The prize goes to the best letter on "I want a new mattress because..."

**HOOPER'S TIP**

WJR, Detroit, has issued an illustrated, stiff-covered book titled "Mr. Hooper Tours a Blanket" and reporting on the results of 136,332 coincidental telephone interviews conducted by Mr. Hooper in interviewers in 25 typical communities located within WJR's primary coverage area. Appended to the story of the tour are coverage maps, charts and the full Hooper reports on listening in each city covered.

**Thank You Dinner**

IN appreciation to the Coca Cola Bottling Co. of Jackson, for sponsoring last season's baseball, and this season's football sportscasts, WSLI, Jackson, Miss., had 30 employees of the soft-drink firm as dinner guests at a local hotel. Affair also celebrated the opening of the new Spotlight Band series.

**Grocery Windows**

WINDOW displays in two large chains are used by WOAI, San Antonio, to promote products advertised on the station. WOAI advertised products or coupons of them are utilized, together with posters and pictures of featured artists.

**Dart Tossers**

FOR CORRECT answers given during Bombardier Quiz, on KJH, Los Angeles, contestants from the audience get a chance to toss darts at balloons attached to warships, painted on a large board in the studio. If balloon is pierced, contestant gets credit for sinking a ship. Winners receive Bonds and Stamps as prizes.

**Wine Promotion**


**Promotion Quiz**

AUDIENCE is quizzed on sponsors, announcers doing specific shows, and other points that require frequent tuning in, under a promotion stunt aired weekly by WTGO, Savannah. Theater passes are given as awards.

**"WHEBBY" Says**

WHEBBY profits pacify and produces for parsimonious patrons. Predominant postal pull provable. Proof posted promptly.

**Hitler Dun It!**

Yes-he's the guy that caused Uncle Sam to bring over 74,000 NEW FOLKS, and over $227,000,000 in DEFENSE PROJECTS into our own front yard!

DANIEL BOONE NET with permanent lines between WOPI-WISE-WKPT 96 Red Network commercials with.


**MERCHANDISING & PROMOTION**

**Hourly Bucks—Defense Tips—In the Windows—Blanket Trip—In Appreciation**

**JACKPOT,** accumulating at $5 an hour, is offered under a telephone promotion stunt used by WWDC, Washington. Every hour on the hour, station calls a metropolitan number and asks name of sponsor of preceding program. Correct answer yields the listener $5. Each miss adds $5 to the jackpot offered the next hour.

Advice to Retailers

TO AID retail grocers and drug-gists in keeping up with the latest WPB and OPA rulings which affect their business, KLZ, Denver, is mailing special monthly bulletins to all leading grocers and drug-gists within the station's primary area. Called "Druggists Briefs" and "Grocery Briefs", the bulletin feature condensed items dealing with specific rulings and trends on many products.

Civilian Defense

*WHAT CAN I DO*, a citizen's war handbook issued by the Office of Civilian Defense, is offered WTAG, Worcester, listeners from sign-on to sign-off time. The booklet is boosted by announcements at all available station breaks, by studio programs and news commentators. Accompanying each handbook is a letter telling the listener that it has been sent through the courtesy of WTAG.

GE's Supplementary Drive

AS A SUPPLEMENT to its thrice-weekly sponsorship of news by Frazier Hunt on CBS, General Electric Co., New York, is conducting a fall campaign in eight national magazines to stress its wartime activity in radio communication and electronic equipment. Every advertisement describes one or more applications of electronics with prominent mention of the G-E electronic radio and radio tube.

Popular Speech

**TALK** by Pat Garner, news editor of KPPW, Fort Smith, Ark., ARE WE LETTING OUR ALLIES DOWN? based on background material from the OWI, has been reprinted in folders by the Fort Smith Lions Club. Since the initial talk, Mr. Garner has repeated the speech to four service clubs and the general faculty of local school teachers.

Window Displays

**WINDOW DISPLAYS** in 51 drug stores in Fort Wayne feature pictures of WOWO and WGL, Fort Wayne, local and network stars and the specific product they promote. Every ten days the displays are rotated among the drug stores and at the end of each cycle of displays, photographs are changed.

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**Western N. Carolina—Southern W. Va.—East Tennessee**
Bonds by Van

Van Patrick, sports director of WHBF, Rock Island, Ill., offers to deliver in person war bonds purchased through the station. Only conditions are that deliveries be limited to the Quad-Cities, and that they continue only so long as his tires hold out.

KNOX, St. Louis, is originating Symphonic Piece, a 25-minute musical show, Sundays, 1:30 (SWF) for CBS. The station now stages five CBS network programs, including Mary Lee Taylor, Home Economist Division; the National Hillbilly Champions; St. Louis Matinee; Columbia's Country Journal.

DATE BUREAU for air cadets stationed in the Phoenix (Ariz.) area, is maintained as part of the traffic department of KOY, that city. Ruth Swinney, traffic secretary, has been selected by the local recreation center as committee chairman for 200 girls listed.

ON A THREE-DAY barnstorming tour of neighborhood theaters in the Greater New York area, Italian artists heard regularly on WOV, New York, raised $248,000 selling war bonds. Headed by Ralph Nardella, sales manager of WOV, the unit included the WOV concert orchestra and Diana Balsi, actress of the Italian Theatre, which has a bond sales goal of $2,000,000 for September.

KSL, Salt Lake City, has inaugurated newscasts from the AP radio wire of Press Assn. An intensive promotional campaign over KSL and in Salt Lake City newspapers preceded the launching of the AP news program.

PEGEEN FITZGERALD, will add a five-weekly Mutual program, 1:30-1:45 p.m., to her regular morning series sponsored on WOR, New York, on a participating basis. Latest news from the New York fashion front will be featured on the network program, which starts Oct. 12.

FOR THE THIRD consecutive year, the Philadelphia Orchestra concerts will be broadcast each Friday on WIP, Philadelphia. Norris West will be program intermission commentator.
Craig, Carley Leave WMCA
WALTER CRAIG, program manager of WMCA, New York, for the past year and a half, on Oct. 15 is resigning his position, it was announced last week by the station, which stated that temporary program director would be Garrett Hollihan, WMCA continuity editor. A permanent appointment will be made later by Donald Shaw, general manager. Also resigning from WMCA, effective Nov. 1, is William Carley, promotion director, formerly sales promotion manager of WBT, Charlotte. He has not announced his plans, nor has a successor been named at WMCA.

AGENCY

Appointments

CONGRESS CIGAR Co., New York, to Schrimer & Scott, Chicago.
CAREY-McFALL Co., Philadelphia (Betsy Ross venetian blinds), to Gray & Rogers, Philadelphia.
UNITED ELECTRONICS Co., Newark (transmitter tubes), to A. W. Lewis Co., Newark.


AFFILIATED PRODUCTS, Inc., Jersey City (Edna Wallace Hopper Cosmetics) to Erwin, Wasey & Co., N. Y.
ALLIED RADIO CORP., Chicago, to Henry H. Tepitka, Chicago.

show, produced for Geo. Weston Ltd. (English biscuits), is but one of a number of programs placed for this sponsor on a large list of Canadian stations. He handles also campaigns for Vernon's Ginger Ale Co., Macdonald Tobacco Ltd. of Montreal, Burgess Battery Co., and others.

Twenty-seven years old, Frank Dennis was educated in Toronto, married Ruth Freeman on May 20, 1942. He has no hobbies but radio, spending all his spare time in radio studios and picking talent new to radio.

AP

KSL, Salt Lake City, Utah.

... top! ...

Jim Petersen,
News Editor.

available through

PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.
GAME HEARD BUT NOT SEEN

So Elson Gets Official Commendation for Neat Job—of Describing Game During Fog

BOB ELSON, former sportscaster of WGN, now a lieutenant (s.g.) in the Navy, was commended last week by F. L. Richelderfer, Chief of Bureau, Dept. of Commerce Weather Bureau, Washington, for the manner in which he handled the broadcast over MBS of the Chicago Bears-All-Star football game at Chicago’s Soldier Field Aug. 28 when it was impossible to see the field after the first quarter of the game because of fog.

Unable to see the field, Elson followed the play-by-play from the public address system, giving no indication of the inclement weather.

Mr. Richelderfer wrote: “Mr. Stanley P. Richardson of the Office of Censorship here has sent me a transcript of your broadcast on the Chicago Bears-All-Star football game at Soldier Field, Chicago, on the evening of Aug. 28.

“This broadcast illustrates, better than we could have anticipated, the difficulty with which a sports announcer might be confronted in discussing a game seriously affected by weather conditions which he recognizes must be concealed. I wish you would accept our very sincere congratulations upon the most adroit and, at the same time, satisfactory piece of radio reporting of this kind that has come to our attention.

“The problem of keeping weather information from our enemies is of course a very serious one. If all announcers approach the problem with the same cooperative attitude and deal with it as you have demonstrated, we can all feel assured of the success of our censorship and the disappointment of our enemies.”

Rocky Mt. Council Report

THE ANNUAL REPORT of the Rocky Mountain Radio Council for the year ending July 31, 1942, issued recently, summarized the development and progress of the Council. Particular emphasis has been placed upon the part the 19 stations of the Council played in the war effort and America’s “strategy of truth”.

MOYLAN’S Anniversary

MOYLAN Sisters, eight and ten-year old harmony singers, celebrated the third anniversary of their own network program, Sunday, Oct. 11, in a special broadcast of their regular HUE series for Heber Products Co., New York for H-O-N-A. The sisters were “discovered” for radio by Mrs. L. W. Clements, wife of the head of Heber Products Co., Philadelphia agency handling the account. Mr. Clements has arranged, produced and directed the girls’ broadcasts from the start.

SIDNEY MOSLEY, British news analyst, has started a new series of 15-minute commentaries on WHCA, New York Monday through Friday, 6:30-6:45 p.m.

N. Y. RADIO CLUB HOLDS FIRST LUNCH

FIRST MEETING of the Radio Executives Club of New York for the 1942-43 season was held Oct. 7 at the Hotel Lexington, with Tom Lynch, radio timebuyer of Wn. Esty & Co., presiding as this year’s president.

Mr. Lynch opened the meeting with the announcement of the Speakers Committee for the coming year, including Art Tolchin, WHN, New York, chairman; Frankie Basch, Basch Radio Producers; Mrs. John B. Rush, Daily; Maury Long, Broadcasting; and Murray Grabhorn, BLUE Network. The entertainment band of music by Bob Byron, a skit by Mr. Byron and Miss Basch, and the introduction to club members of Walter Allen, aviation cadet “adopted by the club through the American Flying Services Foundation.


Music Group Organized

TO MEET WAR PROBLEMS

TO FOSTER and encourage better wartime music, the National War Time Music Committee with Lyman Bryson, chief of the OWI special operations branch as chairman, was formed last Wednesday composed of representatives of Government agencies who will pool the facilities of their respective bodies for more and better wartime music.

The Committee’s formation grew from a series of meetings called by William B. Lewis, chief of OWI’s radio bureau, with representatives of Government agencies. Questions raised by music publishers, songwriters, radio dance band leaders and motion picture in relation to war effort music will be handled by Jack Joy, War Dept. representative, who will also serve in a liaison capacity for OWI. The group is also concerned with wartime musical activities in communities, school and civic organizations throughout the country.

Bond Series Sponsors

TEN NEW sponsors have signed recently for participations on Keep Freedom Ringing, nightly program promoting the sale of Liberty bonds and stamps, on WBYN, Brooklyn, according to William Norins, WBYN director. The sponsors are Nestle-Le Mur Co., New York, for permanent wave, placed through R. T. O’Connell Co., New York, and Martin Firearms Co., Brooklyn, for razor blades, through Craven & Hedrick, New York. Placed direct, the others include Cali’s Baking Co., Brooklyn; Clix Slide Fastener Co., New York; De Nobili Cigar Co., Long Island City; America’s Felt Slipper Co., Brooklyn; Atlantic Yeast Corp., Brooklyn; Phoenix Candy Co., New York; Modern Biscuit Co., Brooklyn, and Meadow Gold Products Corp, Brooklyn.

“We want our broadcasting to help our dealer’s build business on many items besides our own.”

With that objective, the Crescent Macaroni & Cracker Company started a 13-week test program in March, 1941.

The result? Eighty weeks later, Crescent Guest-of-Honor broadcasts are still running on KSO, three times every week.

Over and over again, KSO and KRNT have proved they can “carry the ball” for advertisers using radio adequately. KSO and KRNT are near-twins. Both have 5,000 watts, full time—basic network affiliation—strong trade-recognition—fine records of sales accomplishment.

With Iowa farm-income at a new high . . . war production adding millions to Des Moines payrolls . . . it’s well for you to have KSO and/or KRNT on the job, increasing your sales to Iowa’s No. 1 market—Des Moines and its extensive trading area.
Repeats by Sealtest Ordered Cancelled

AFTER negotiations under way between New York BLUE network executives and James C. Petrillo, president of the American Federation of Musicians, the Oct. 8 transcribed West Coast repeat broadcast on that network of the half-hour Rudy Vallee Show, sponsored by Sealtest Inc., was cancelled.

Second repeat broadcast to be silenced by the AFM transcription ban, the Rudy Vallee Show is released transcontinentally on 83 NBC stations, Thursday, 10:10-10:30 (PWT), with transcribed West Coast Coast stations, Friday, 7:30-8 p.m. (PWT).

Jack Benny Show transcended repeat was banned as of Oct. 4, with the first broadcast of the season. Ultimatum of no repeat at any price by Petrillo in the instance of that NBC show sponsored by General Foods followed reported willingness by Benny to comply with Los Angeles Local 47 wage demand of $36 per man for recording. Show was released last season via transcription at scale of $12 per man, despite the fact that it could not qualify as a repeat, being released transcontinentally on some 97 NBC stations and then switched to 13 West Coast BLUE stations for re-broadcast. This year Local 47 catalogued second show as a repeat and set wage scale price at $36 per man for the 18 piece band.

Tom Harington, vice-president in charge of radio for Young & Rubicam, agency producing the Jack Benny Show, in Hollywood when the edict was announced, stated that if elimination of the transcribed repeat adversely affected the Crosley rating of that program, a live repeat would be ordered.

Such a procedure it was pointed out, would likely force Benny to change his schedule of Army camp personal appearance shows. Live re-broadcast has been waived by the comedian due to the many shows he'll do from camps this season and time differential while in the East would make it impossible to have a soldier audience at 11:30 p.m.,

**AFM Repeat Ban**

(Continued from page 9)

by the remainder. Repeat broadcasts are usually made on programs heard in the East in the early evening hours, which would bring them to the West Coast in the later afternoon, so they are repeated to reach the East in the evening hours there. Repeats may be either live or recorded and in either case a fee is paid to the musicians.

Supplementary Pickups

The third type of re-broadcast is the supplementary broadcast, in which the sponsor of a network program has the show recorded in the studio at the same time as it goes on the air over the network. These recordings are then shipped to individual stations, which may or may not be affiliates of the network originating the program and which may or may not be located in cities in which the network broadcast is heard, for supplemental broadcasts.

Musicians were paid regular recording fees for such work, which has been discontinued since the extension of the AFM recording rates to include even the one-broadcast commercial transcription.

In the first two classes of recorded rebroadcasts the stations are considered as part of the network; they are paid at network rates. In the third class, the sponsor or his agency deals directly with the station and the station receives its full card rate for the time.

The Jack Benny Sunday evening series is broadcast on the full NBC Network and last year was re-broadcast on the Pacific Coast BLUE Network via transcription. Result was a double coverage of the Coast, once in the afternoon and again in the evening. When the Hollywood local of AFM was asked to make the same arrangement for this year, which entailed the payment of $12 to each musician for the re-broadcast even though no extra work was involved, the local referred the matter to the national board of the union which ordered the rejection of the recorded program.

No question of money was involved in the discussions; the AFM simply refused to allow their men to appear on the show if it were to be recorded for a re-broadcast. Union logic was apparently that since the program had already been heard on the Coast via the network, the re-broadcast fell into the supplementary type, which the union no longer permits.

**Bristol-Myers Plan**

The case of Duffy's Tavern is somewhat different. This program is broadcast on the BLUE Network on Tuesday evenings at a time when the BLUE Pacific Coast Network is occupied with another program and so is unavailable to Duffy's Tavern. Its sponsor, Bristol-Myers Co., therefore has planned on a regional delayed broadcast via transcription, the network broadcast to be recorded off-the-line at the station at which the cross-country lines enter the Coast hook-up and later put on the wire to the Coast Network.

This argument of station unavailability, which is held to be no different because a regional hook-up is involved than it would be if individual pressings of the recordings were sent to each station for a delayed broadcast, was rejected by Local 802 in New York, point of the program's origin, however, so a live repeat has been substituted. To date, these are the only two programs affected, but other sponsors of programs with delayed recorded broadcasts or transcription repeats are wondering whether they will be allowed to continue.

Problem would be particularly acute for programs originating from Army camps, as many as these days, since it would be a practical impossibility to tie up the camps' facilities for several hours for a second performance of the same program. In such a situation, the audience response is an essential part of the broadcast which would be lost if the repeat were aired without the audience.

WOW, New York, has inaugurated an engineering course for feminine members of its staff, all of whom have joined the classes.
May Break Music Crisis

(Continued on page 9)

viscious campaigns in labor history in order to prevent a just and equitable solution" for ending the musicians unemployment problem. The resolution went beyond the special report made by the AFM Executive Council the preceding Tuesday and was vitriolic in its criticism of Assistant Attorney General Arnold.

The resolution was adopted unanimously without discussion after it had been read by Matthew Woll, chairman of the Resolutions Committee. It was contended that the controversy "is much broader and more comprehensive than an isolated dispute with the AFM" because "it involves a principle affecting the rights of all organized labor.

Opposition Inferred

Inferred opposition to the NAB-Petrollo investigation by NBC and the BLUE network developed last week. While no formal statement was forthcoming, it was indicated in Senate quarters that suggestions had been advanced against holding the investigation before conversations had been opened with Petrollo or AFM. Apparently, the view was that an agreement might be reached to call off the transcription and other bans without the necessity of a legislative inquiry, opening up the whole labor "side work" issue.

On the other hand, proponents of the inquiry, including Senator Clark as author of the resolution, pointed out that the Senate already

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ARPEAKO MEATS

ANOTHER NON-STOP SEVEN YEAR SPONSOR ON WHEC

Rochester Packing Co., "knew what time it was" when it began its daily half-hour on the WHEC "Musical Clock" in 1935... Though radio-way this progressive firm's "Arpeako" products have been promoted in Rochester these 7 years exclusively over WHEC, we naturally don't claim full credit for their present popularity. Rochester Packing, however, insists WHEC take a big bow for a big share in the amazing sales increases.

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had ordered the investigation by unanimous vote last month and had appropriated $5,000 for the initial expense.

Meanwhile, Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, had not appointed the subcommittee to conduct the investigation. He had stated, however, that the investigation would get under way, though not certain whether it would be undertaken by its full committee or whether Senator Clark would be named to head a subcommittee, picking up where he left off on the preliminary investigation last month.

It is hardly expected that the inquiry will get under way until after the Nov. 3 national elections. Many members of the Senate plan to go home in advance of the elections, either to campaign for themselves or party candidates, or to vote.

So far as Senator Clark is concerned, plans for the inquiry are all set. Requests to appear before the Committee have been filed by some two dozen separate interests and organizations, while many others have indicated their desire to testify. In addition to the testimony of Government agencies affected by the Petrillo bans, representatives of the various trade groups involved—broadcasters, transcribers, jukebox manufacturers and record companies—many representatives of civic organizations also have written the Ida-
The Washington Post, in its Oct. 8 issue, alluded to the AFL convention action and predicted that the supplementary report supporting Petrillo would be adopted by the Council of Manufacturers and the U. S. Chamber of Commerce, the Post said that as a matter of tactics the Executive Council support of Petrillo at this juncture "would seem almost as solely a blunder as the unwillingness to remove the notorious racketeers, William Bioff and George F. Browne, from the Council till the very eve of their conviction."

A challenge to the broadcasting industry was presented in the Post editorial. If the broadcasting companies "really want a showdown with Mr. Petrillo," it recited, "they can have it without waiting for Congress. They can try the experiment of doing without music on their programs—except, of course, for such music as has already been recorded or is not controlled by Mr. Petrillo—and there is a good deal of both available. Not long ago a little show of backbone on the part of the broadcasters brought the greedy and arrogant ASCAP back to the bounds of reason. A little more courage now might have more effect in inducing Mr. Petrillo to change his mind than all the moral indignation in the world."

The War Savings Staff of the Treasury made no formal announcement regarding the New York situation. But it has stated that it has been forced to abandon presentation of a specially prepared musical program over the tailor-made FM network because of the objections by Local 802. The Treasury had accepted the offer of the Perle String Quartette to play gratis for a series of concerts over the FM network keyed from WQXR. New York. The New York union contended that the plea for clearance of the program was denied because FM stations did not use any musicians on a regular basis.

Cigar Placements

CONGRESS CIGAR Co., Newark (La Palina), has placed one-minute transcribed spot announcements 42 times a week on WGR, Buffalo; WJR, Detroit; WOR, New York; WIBA, Milwaukee; WIND, Indianapolis; WIX, Washington, D.C.; and WGN, Chicago. Quarter-hour sport programs have been placed three times a week on WHKC, Columbus, and WWJ, Detroit. Agency is Schwimmer & Scott, Chicago.

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Critical Jobs

(Continued from page 8)
The data will be dispatched to Selective Service for prompt submission to all draft boards. While no official statement has been forthcoming, WMC officials have indicated that this data now is in process of being transmitted to Selective Service. Transmission of the definitions through BWC is expected to expedite consideration of the plight of the broadcasting and communications fields.

Each of the 100 definitions applicable to standard broadcasting personnel lists (1) common title, (2) dictionary title, and (3) dictionary definition.

Unusual Titles

Many broadcast stations use unusual titles for executive and personnel. Observers pointed out that in order to come within the purview of the official definitions, it would be desirable for stations to adjust titles, where necessary, to conform. This is regarded as of importance, since ultimately the local draft boards will be guided by the dictionary of definitions transmitted to them from Selective Service headquarters following WMC approval.

The titles cover everything from "account executive," who is also known as "sales executive" and "salesman," to "watchman," also known as "protection officer," "guard," or "patrolman."

The list of essential occupations in the international broadcasting industry contains 15 dictionary definitions. In preparing this list, however, consideration was given to positions notified for standard broadcast stations, which also includes positions at international stations. Consequently, the list covered only positions peculiar to the international broadcast industry.

For example, an international broadcast announcer was described as one who performs duties of an announcer, but must be bi-lingual.

Essential occupations in the television industry detailed 47. Because some of the occupations closely paralleled similar tasks in the theater and motion picture fields, these descriptions varied considerably from those covering only broadcasting alone.

Typical definitions in the main categories are:

GENERAL OFFICER—May exercise general supervision over the activities of a department for the station or network. Formulates policies for functions of a department. Participates in determination of general company policies with other company officers. Sometimes acts as member of company's management council, may act as general officer with no direct department supervision. May be transferred into direct business negotiations for the company. May assist Director of General Operations. Also known as EXECUTIVE OFFICER, MANAGER, EXECUTIVE OFFICER.

ACCOUNT EXECUTIVE—Contacts prospective buyers of radio time and stimulates the use of programs and facilities of the station or network. Active liaison between sales and program department. Executes the various details of drawing up contracts regarding for sales and may do some promotional writing. Performs many service and follow-up duties, known as SALES EXECUTIVES, SALES-ACTIVE.

ANNOUNCER—May, in dramatic productions, act as the scriptwriter and director of the program or the star of the program. May prepare detailed programs for each, program on which he appears. Reads programs of short announcements between programs. Radio station call letters, time signals, etc. Reads prepared copy introducing programs and relates before the opening advertising copy, if any; prepared copy of bridges between one portion of a program and another. Broadcasts extemporaneous, eye-witness descriptions of public events, such as parades, presidential inaugurations, and similar ceremonies.

May broadcast news, bulletins, etc. May conduct interview with public figures, tolling events, extemporaneous reports on the nature of the program and runs the program as a whole. Acts as liaison between management and announcers to actual participation throughout the program.

PROGRAM DIRECTOR (Director; Broadcast)—In charge of the actual production of the program and all programs assigned to him, including consulting with script writers, writers of portions of the script, casting of dramatic performers for their parts, and all other details directly concerned with the presentations on the program. Is subject to the general instructions of the Producer, and may be referred to the Director of Television in picture.

EDITOR, CONTINUITY & SCRIPT—Enforces station staff, continuity, and free lance writers, supervises their work, and undertakes general editorial functions, including the training of junior staff writers. Has full responsibility for reading all scripts to conform with good taste and company policy. Prepares scripts and operating notes of programs. May be responsible for the editing of the program, with the collective and formal instruction of himself. Also known as MANAGER, SCRIPT, and CONTINUITY.

CHIEF ENGINEER I. BROADCAST—A department head responsible for development, design, installation and efficient operation, and maintenance of all technical equipment, and the technical personnel throughout the Engineering Department of a network or radio station. May be responsible for interpretation of FCC rules and regulations; also, service as liaison with the Commission. May sometimes be called Assistant Technical Director or Manager of Engineering.

It's tough, Elmer, to buck four powerhouse advantages like those enjoyed by WGY. Whether it's a technical advantage like 'GY's low frequency, or a popularity advantage like 'GY's choice of network, the results are the same—greater coverage, more listeners, area dominance.

Elmer Diddler's Doings:

GENERAL Electric

WG Y

50,000 WATTS

Schenectady, N. Y.

Libby Radio Session

LIBBY McNEILL & LIBBY, Chicago (canned food products), because of the shortage of transportation facilities, has decided to hold its dealer's convention this year by radio. The company purchased a half-hour on the full BLUE network for Monday Nov. 19 at 4:30-5 p.m. Program details have not yet been worked out, but will include originations from various parts of the country with short talks by company executives. The convention will be programmed for general audience appeal as well, with entertainment as yet unselected, but with an emphasis on new products.

Mr. Haverlin picked up considerable time, however, to OWI industry relations matters, particularly in connection with perfection of field plans of the organization now being developed and shortly to be announced.

Lt. Leon Levy, president of WCAU, Philadelphia, who has been assigned temporarily by the Navy public relations office in Philadelphia to OWI, has been acting as Mr. Lewis' industry relations consultant for the last few weeks.

Mr. Haverlin will be OWI's representative at the series of NAB district meetings to begin Oct. 19 and continue through Dec. 10. He will discuss OWI activities and plans for more effective collaboration of government and industry in war programming and clearance. Setting up of radio liaison consultants in each of the field offices throughout the country encompasses part of this plan.

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HAVERLIN PICKED FOR POST AT OWI

APPPOINTMENT of Carl Haverlin, vice-president in charge of station relations of BMI, as station relations consultant of the Radio Branch of OWI was announced last Friday by William B. Lewis, radio director of OWI. Mr. Haverlin, to work on a no salary basis, will continue his BMI work as well as his status as New York manager of NAB. He was devoted considerable time, however, to OWI industry relations matters, particularly in connection with perfection of field plans of the organization now being developed and shortly to be announced.

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Framm Buys Half WPAT

DONALD FLAMM, former owner of WMCA, New York, and currently with the overseas branch of the Office of War Information, in New York, has purchased 50% of the stock of WPAT, Paterson, N. J., which is owned and operated by the North Jersey Broadcasting Co. Mr. Flamm's half-interest includes stock which formerly belonged to J. C. Schepp, who was manager of WIRE, Indianapolis, and Frank Falknor, Chief Engineer of WRBM, CBS. C. B. Smith, who now manages WPAT, stated he has no intention of giving up his present duties with the OWI, and is thoroughly satisfied with WPAT's present management. WPAT is currently being run by Mrs. James V. Cosman, wife of James V. Cosman, part owner of WPAT, now in the Navy. Mr. Flamm also stated that he is subject to overseas call at any time.

Libby Radio Session

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Elmer Diddler's Doings:

GENERAL Electric

WG Y

50,000 WATTS

Schenectady, N. Y.
Industry Unity
(Continued from page 8)

...tor from that State, had been approached to take over the presidency of ABA.

While there has been considerable discussion about NAB reorganization, so far as known no names have been mentioned regarding new leadership, if that course is decided upon. A number of board members have asserted that this matter could await any reorganization which might be effected.

Opinion Divided

One segment of the NAB Board is represented as feeling that a change is essential because of current conditions and cites the fact that there have been changes in the NAB executive direction in cycles of three or four years. They have stated that their position is not motivated by any controversy between Mr. Miller and FCC Chairman Fly, which has persisted since the NAB convention in St. Louis 18 months ago, though it has not flared in the open recently.

On the other hand, there is considerable board and industry sentiment in favor of retention of Mr. Miller, particularly since he is under contract until 1944. This group contends that if the board votes for a change, it will not reflect the views of the rank and file of the industry, who, they argue, are preponderantly behind Mr. Miller. Proposal for a referendum of broadcasters, through the 17 NAB districts, had been advanced last week but apparently did not get very far.

Mr. Miller has continued his silence on the whole controversy. Under the Association's by-laws, he is responsible to the NAB Board, which originally retained him in July, 1938.

He originally was retained at $25,000 per year but his salary subsequently was increased to $35,000, aside from allowances, and his contract voluntarily has been extended by the board from time to time, running now until July 30, 1944.

A "streamlining" committee was named by the NAB board early this year. It submitted its report last July, recommending reorganization. That report, however, has not been made public. Meanwhile, detailed plans have been made by Mr. Miller for a series of NAB district meetings to run from Oct. 19 through Dec. 10, in all 17 NAB districts. The dominant theme is radio and the war effort. Representatives of practically every Government agency identified with the war and radio will attend these meetings.

Protest Raised

Protest has been voiced over board approval of these meetings before consideration of the reorganization. Under the original schedule the first meeting was to have held for the First District, comprising the New England states, in Boston on Oct. 20. This, however, was shifted to the bottom of the roster and the Third District meeting in Philadelphia has been scheduled on those dates.

Representatives of OWI, Office of Censorship, Office of Civilian Defense, War, Navy, Marine Corps and Treasury Department, will attend all of these meetings, under arrangements made by President Miller. In addition, it is expected that Selective Service, War Manpower Commission and War Production Board will send representatives, all of whom will discuss problems of mutual concern.

The meetings will be held for two days instead of one, because of the heavy agenda arranged. The second day will be devoted to discussion of wartime radio advertising, with sales managers as well as stations owners, to participate. Lewis H. Avery, newly appointed director of the NAB Department of Broadcast Advertising, will key these discussions.

Mr. Miller is scheduled to discuss "The War Work of NAB" at each of these sessions. Carl Haverlin, newly appointed station relations consultant of OWI, serving part-time in addition to his duties as vice-president of BMI and as NAB New York representative, will address each meeting on "Keeping People Informed on the War".

Gene Carr, of the Office of Cen-

AFM Veto Upsets Treasury FM Plans

War Bond Hookup Dropped, Programs Shifted to WQXU

ATTEMPT of the War Savings Staff of the Treasury Dept. to utilize an FM hook-up for a series of concerts to promote the sale of War Bonds has been vetoed by the New York Local (802) of the AFM and the series will instead be carried by WQXU, New York. Union rules that despite the patriotic aspect of the projected series, it could not permit its members to appear on FM stations which do not employ regular staff musicians.

In view of the interruption of FM's development because of the war-caused curtailment in the manufacture of both broadcasting and receiving equipment just as this new kind of broadcasting was getting under way, it is not likely that many FM stations will be able to sell any appreciable amount of time to advertisers and so they can not afford to engage staff orchestras at this time.

Sorship, will address the meetings on "Keeping the Enemy Uninformed". Mr. Carr, former assistant manager of WGBR, Cleveland, headed the NAB Sales Managers Committee last year.

Summer Program Retained by Lever

CONTINUING the same format, Lever Bros. Co., Cambridge, Mass. (Swan) on Oct. 9 shifted Tommy Riggs & Betty Lou on 114 CBS stations, Tuesday, 9-9:30 p.m. (EWT) to 121 NBC stations, Friday, 7:30-8 p.m. (EWT), with West Coast repeat, 7:30-8 p.m. (PWT). The program was originally utilized as a summer replacement for the CBS Burns & Allen Show (Swan) which resumed Oct. 6. Besides Riggs and his imaginary Betty Lou, cast includes Wally Maher as her boy friend; Verna Felton, comedienne; Ani! and vocalist Felix Mills is musical director, with Frank Graham, actor-announcer. Writers include Sam Ferrin, Jack Douglas, George Balzer, Glenhall Taylor is Hollywood producer of Young and Rubicam, assigned to the show.

The Burns & Allen Show, utilizing its same list of stations and CBS network time as last season, continues to feature Jimmy Cash, tenor; Six Hits & A Miss, vocal group, with Bill Goodwin, actor-announcer. Paul Whiteman is musical director, Erwin Piscara is Young & Rubicam, producer, with Al Scarpone as assistan writer. Frank B. Field, vocalist. Felix Mills is musical director, with Frank Graham, actor-announcer. Writers include Sam Ferrin, Jack Douglas, George Balzer, Glenhall Taylor is Hollywood producer of Young and Rubicam, assigned to the show.

Eyewitness accounts of our nation at war as reported by Associated Press correspondents and adapted for radio by Frederic W. Ziv Inc. New York, are sponsored locally on 32 stations under the title Eye-Witness News.

NEW YORK'S STATION OF DISTINCTIVE FEATURES

The unique position of WEVD with a large section of Metropolitan New York's radio audience is evidenced by-

1. The feature boxes of newspaper radio program pages.

2. The large number of famous advertisers on the station continuously year after year.

Ask for "Who's Who on WEVD . . . sent on request.

W-E-V-D 111-119 West 46th St., New York

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Radio’s War Role
(Continued from page 7)
production of leaflets for airplane distribution.

"I feel that money appropriated for the construction and operation of radio stations, will further the war effort. It is understood, however, that all of these activities undertaken in connection with the Army will be conducted under the supervision of and in accordance with War Dept. policies. This applies particularly to radio programs."

That the Government, through OWI, is spending $7,088,000 for the expansion of shortwave facilities from the present 14 transmitters to a total of 36—all to be operated privately—was disclosed during the hearings. This is aside from approximately $1,000,000 to be spent jointly by OWI and CIAA for the purchase of all of the time of these stations, to defray overhead.

Milton S. Eisenhower, deputy director of OWI, and Robert E. Sherwood, playwright, in charge of its Overseas Branch, told the committee about these projects. Mr. Eisenhower explained that some of this $7,000,000 will be used for "facilities to go in England and some in Australia"; but "by far the biggest item is for stations to be built for the United States."

Mr. Sherwood confined previously published reports that these stations will be built along the

SWING BY SWING. Raymond Gram Swing, newest recruit to the corps of BLUE news commentators tickles the ivories at a beerstake party welcoming him to the network. Described as about to raise their voices in song are (1 to r): John Gunther; Mark Woods, president of BLUE; Phillips Carlin, BLUE vice-president in charge of programs, and John Vandercook. Mr. Swing’s BLUE series is sponsored by Socony-Vacuum Oil Co.

East and West Coasts preferably at locations of existing transmitters, to cut down on need for personnel and to make for economy in operation, and that they will be in the hands of present licensees for the most part.

Option to Buy

Asked what equities the Government will have in these transmitters after the war, Mr. Sherwood explained that with each company, where the transmitter is located at its location and the technical operation conducted by that company, there is provision for an option to buy by the private company."

Mr. Eisenhower explained that OWI will pay two-thirds of the $1,000,000 spent in purchasing all of the time of the shortwave stations, with the CIAA paying the other third, because it will be using a third of the time. The cost of the time is based on total cost of operation of the stations, he said, with no profit. "There are allowances for depreciation, but the basis of all of these contracts is absolute cost," he added.

Mr. Davis estimated that the Nazi propaganda expenditures ran from $220,000,000 to $500,000,000 a year. Mr. Sherwood pointed out that the Germans have some 68 shortwave transmitters plus all those seized in the conquered countries and that they are competing 20 new ones, each of 200 kw., or more than four times the power of the average American station. The plan for expansion of our shortwave facilities, he said, outlines the basic minimum requirements which must be met by this country in international broadcasting "if the voice of America is to play a leading role in the world broadcasting picture."

Mr. Sherwood said the plan is based on the following principles:

(1) The use of all of the time of existing and future shortwave broadcast transmitters by the OWI and the CIAA, in accordance with program schedules mutually agreeable; (2) the purchase, from existing licensees, of 24-hour operation and maintenance service for all the transmitters; (3) the contracting for improvements by licensees for the installation and maintenance thereof at existing location, as specified; (5) the negotiation for improvements by licensees of existing facilities as required; (6) the licensing by the FCC of existing licensees to operate the facilities in accordance with the plan; (7) the pooling and coordination of all international broadcasting frequencies to provide an integral system, functioning as a single but instead of as individual stations; (8) pending consummation of the plan, the BWC to allocate for international broadcast use all available operating facilities."

Sharing of Costs

Mr. Sherwood said the communications facilities bureau of his branch now has 154 employees and is asking for 231. This bureau, he said, is required to establish, operate and supervise all communications facilities used by the branch in the conduct of psychological warfare on a global scale.

In breaking down other radio expenditures of OWI, Mr. Eisenhower brought out that cost of records and transcriptions for the Radio Bureau, and for live talent, amounts to $670,000 for the year. The transcriptions are used on non-network stations, he explained. In addition to the $1,000,000 cost of leasing time over the shortwave stations, he said that certain program costs are shared also, with OWI paying about $200,000, and CIAA about double that amount.

Mr. Fly said supervision of the foreign-language field has been more or less hit-or-miss since the war began. He told the committee the time is overdue for an organized and scientific approach to the program service problem. Seeking more work for this branch, he said the planned activity will make available for the first time complete data on all foreign language program service in terms of communities, types of stations, types of programs, the languages in which programs are broadcast, relations of time brokers to programs in various areas, among others. He said that eliminating or expanding foreign-language service, the degree of delegation of control of stations, ade

WATSON IS GIVEN ARMY MAJORITY

BROOKS WATSON, administrative executive in the Radio Branch of the Army Bureau of Public Relations, last Monday was commissioned a major in the Army Specialist Corps. He retains his present duties.

Maj. Watson joined the Radio Branch in 1941, as a civilian. He left the program directorship of WMBD, Peoria, to join the staff of Lt. Col. E. M. Kirby, chief of the Radio Branch. In line with new Army policy, it is expected other civilians on the staff of the Radio Branch will be commissioned in the near future. This will make them eligible for foreign service and overseas field duties.

Capt. Hal Rorke and Lt. Maurice M. Boyd, former radio men assigned to the public relations branch of the Army Air Forces, have been transferred to the Radio Branch under Col. Kirby. Capt. Rorke, for this work, is the director of publicity of CBS in New York, and prior to that handled publicity for CBS in Hollywood. Lt. Boyd is local and national sales manager for NBC in Chicago.

The Radio Branch has removed facilities bureau from the Marine Building to the New Pentagon Building, in Arlington, largest office building in world. Headquarters are at Room 2-C, 855. Telephone branches remain the same (Republic 6700, Ext. 3887, 4787, 4788).
quacy of service to the needs of the area, extent of monitoring by licensees, and other data.

For checking the personnel of international and domestic foreign-language stations, and for the telegraph efficiency inquiry, Mr. Fly said the Commission seeks $92,960 on an annual basis. For the labor supply study, which he declared was requested by the War Manpower Commission, a fund of $38,460 annually is required, he said. He declared the personnel situation is very critical in these communications fields, including broadcasting.

Secret Project

The fifth project, in the field of international communications, was labeled secret, and was related to the Committee off the record. The last project, expansion of FBIS, seeks $453,031 additional for 148 employees and for other expenses. The regular appropriation, he said, carried $1,271,818 for 417 FBIS employees.

A grand total for the Radio Division of CIAA of $2,067,000 was requested by Mr. Rockefeller, in his testimony before the subcommittee on Sept. 30. Of this amount $1,730,000 was listed for special projects, relating to the “improvement of and expansion in short-wave radio facilities to other American Republics.” A total of $1,805,000 was for personal services and special projects.

Mr. Rockefeller explained that supplemental radio funds are sought to enable the Radio Division to engage in two activities not provided for in the initial appropriation for the 1943 fiscal year. Both are now necessitated by the rapidly evolving wartime developments affecting inter-American relations, he said. Total requirements for the remainder of the fiscal year, to carry on longwave broadcasting in the United States, as well as for short-wave broadcasts amount to $262,000, of which $12,000 is for salaries. He explained the OWI arrangement, covered in the testimony of OWI witnesses. He gave the committee a breakdown on how the $250,000 would be spent for domestic programming, on time devoted by stations and networks, to further hemispheric solidarity. The series would be highlighted by a 13-week effort of Orson Wells, who has agreed to write and produce the program about the South American Republics. This would cost about $40,000 for production and talent, with Mr. Wells contributing his services.

ROBERT ST. JOHN, NBC commentator recently returned from London, will be heard in a special broadcast on NBC Oct. 12 in connection with the second annual “Meet the Author” session, sponsored by the Philadelphia Record, and the Philadelphia Booksellers Assn. St. John is the author of From the Land of the Silent People, since Vincent Sheean, who wrote the NBC series, Dear Adolph, will also speak.

Fall Championship Tuned In by 30%

Data Submitted by the CAB Show Baseball Listening

OF THE RADIO set owners in the United States, 30.1% listened to the World Series games, broadcast on Mutual Sept. 30, Oct. 1, 3, 4, and 5, sponsored by Gillette Safety Razor Corp., Boston, according to measurements revealed by the Cooperative Analysis of Broadcasting. The percentage of set owners tuned in on the games ranged from 21.3 to 32.8, with 30.1% representing the average rating for all broadcasts.

Figure for the St. Louis Cardinals vs. New York Yankees series compares favorably with World Series broadcasts of previous years, heard exclusively on Mutual since 1939. In that year, the New York Yankees vs. Cincinnati Reds series received a CAB rating of 21.3, while the 1940 games between the Reds and the Detroit Tigers attained a 23.3 rating.

Record for a one network presentation of the World Series was made last year when the Mutual broadcast of the Brooklyn Dodgers vs. New York Yankees games was rated at 32.8. Highest figure to be reported by the CAB for the World Series, was 1935, when 55% of U. S. set owners tuned in on the Detroit Tigers vs. Chicago Cubs series, broadcast on NBC.

Mr. Radio Executive:

Your time is valuable while you're in New York. That's why we want you to stay with us at the Roosevelt.

You'll be only a few steps from your representative, your network and the radio agencies. Our private passageway from Grand Central Station leads right to the lobby where you can register for a comfortable room and bath from $4.50.

Our Men's Bar is radio-famous and the meals are delicious whether you eat in the Grill, the Colonial Room or the Coffee Shop. There is dancing in the Grill every evening except Sunday.

Hotel Roosevelt

MADISON AVE. AT 45th ST., NEW YORK

BERNARD G. HINES, Managing Director

X-DAY

X-Day is the day that comes after M-Day and V-Day.

X-Day is the unknown quantity that comes after the war.

Will people remember your product then? Will your name be as familiar, your reputation as solid as it is now? Or will you be an unknown quantity when X-Day comes?

Sound management is planning for X-Day, laying the foundation now with goodwill advertising... radio advertising, which gives your customers something they value—entertainment—to remember you by!

Drug Program On WJBK

CUNNINGHAM DRUG Co. News Broadcasts will be heard on WJBK, Detroit instead of WJB, as erroneously reported under the heading "Spots to Reach All Time High This Year, Broadcasting, Oct. 5."

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"...very pleased with the program content and listener response"

KGKB

If you are an ASCAP-licensed station you are entitled, without cost, to the shows prepared by the ASCAP Radio Program Service. Almost five hundred stations are using these programs to help turn music costs into music profits. Write or wire at once.

ASCAP
Radio Program Service
30 Rockefeller Plaza • New York

INTRODUCTION

In sound effects is being received by two pupils from the direct effects of NBC, Hollywood, during recent session of the first such class for women employees of the network. Inaugurated as a precautionary measure in the event of a shortage in technical personnel, initial female class is limited to 10. Neophyte noise-makers and teachers (1 to r) are: Kathleen Kelly, secretary to Lew Frost, assistant to Sidney N. Stroitz, Western division vice-president of NBC; Clara Groves, program ticket distributor, guest relations department, and Mr. Saz.

$4,000 worth of U. S. Government bonds, his personal property, in order to acquire certain facilities which he had asked the Commission for and which he had a list of the five members of the Commission who would or had voted favorably in the case.

Mr. Fly said no statement was made under oath that at the time he broadcast, whose identity was undisclosed, had testified under oath "the statement was much narrower than that."

"If I understood correctly," Rep. Wigglesworth said, "that the record will show that Mr. Farnham reported that temporary authority to operate at night was given to a licensee; that subsequently the license was reissued by his attorney that the time had come to pay off those who had voted favorably; that the fact that he was attorney $1,000 in cash and $4,000 in Government bonds; that he produced a notebook in which were written the names of the members of the Commission, against five of which was written the word 'yes,' against one of which was written 'absent, not voting,' and against another one of which was written 'present and not voting,' or words to that effect.

"If further understand that when subsequently asked to make the same statement under oath, the licensee made a somewhat similar statement, but denied being told that the money was to go to the Commissioners and stated that he had destroyed the notebook, the book subsequently making its appearance, the particular leaf in question having been destroyed."

Conflict Appears

Mr. Wigglesworth said that finally he asked Chairman Fly whether he did not testify before a Senate committee as a result of the Farnham report that "you expected that criminal action would be taken against the officers of one of the networks."

Mr. Fly responded he had never so indicated and that he would not make such a statement. He said "I did not think that I would make such a prediction, and, as a matter of fact, I should not make such a prediction in advance of the facts, and I did not have any basis for such a statement in that case."

Rep. Wigglesworth said that "we must, of course, accept Mr. Fly's statement in this connection. My understanding has been, and I thought from reliable sources, that Mr. Fly did, in fact, testify before the committee that an officer had been involved in matters under investigation and that criminal action might result."

Mr. Fly's subcommittee testimony revealed that Mr. Wigglesworth sought to learn whether Mr. Fly had any intention by Mr. Pickard of Morris Ernst, prominent New York attorney and counsel for the American Civil Liberties Union, as his lawyer in the proceedings. Mr. Fly denied that Mr. Ernst was hired with his "approval," but, on a further question, said he had no objection to the appointment. Mr. Fly said that it was "not my business to select counsel."

Mr. Fly said that he had never recommended an attorney and never expected to.

Mr. Fly told the subcommittee that an investigation was still in progress. Asked by Mr. Wigglesworth whether the material had been turned over to the Attorney General, Mr. Fly said it had not and he could not say that such a course would be indicated." Asked when he expected the matter would be "coming to a head," Mr. Fly said he thought the Commission would finish the job in a few weeks or a month. He added he could not give a precise time, but that he thought it would be "at a very early date."

Mr. Wigglesworth told the House that the Commission recently had appointed Russell Clevenger as head of its publicity force, describing him as a man "who formerly was publicity agent for Broadcast Music Inc., which was entirely owned by the networks and their stations, as I understand it." Mr. Clevenger joined the FCC some six weeks ago as information director, after a distinguished career as public relations counsel, in the advertising agency field and with the New York Times.

Book for Children

NILA MACK, producer, director and author of CBS children's series, Let's Pretend, has written a popular presentation of the present world situation, titled Animal Aligts. Allies and enemies are depicted as animals in the book, which is designed to give young peopje a standing of the need for Unity among the Allied Nations. Julius Messner, Inc., New York, is publisher.
Network Hearing

(Continued from page 58)

tion than do the other networks. Opening the argument for injunctive relief against the application of the FCC rules, John T. Cahill, RCA-NBC chief counsel, charged, all the examples of which refer to specific powers of the Commission such as assigning call letters and frequencies, determining station location, regulating the kind of apparatus be used, inspecting radio installations, etc. To lift this single clause out of context and make it cover more than the technical applications used by the section is a "patent absurdity," he declared.

FCC Power Not Disputed

There is no dispute, Mr. Cahill said, with the FCC's power to make regulations regarding such technical matters as the assignment of frequencies, but "we do dispute the Commission's power to abrogate discretion for arbitrary rules where it is ordered to use discretion," he stated. Averring that in its new rules the FCC is "attempting to enforce unlimited competition, regardless of the consequences," he contended that the non-exclusive option proposed by the FCC would make it impossible for a network to secure the kind of option which is demanded by the national advertisers who are the sole support of network broadcasting.

Describing the hearings conducted by the FCC on the whole network situation as "vague and formless," he argued against the FCC's request that further introduction of evidence be precluded, stating that the parties should be permitted to submit facts to show the relationship of the rules, which had not been advanced at the FCC hearings, to the Communications Act.

Charles Evans Hughes Jr., representing CBS, opposed the FCC's request for summary judgment, pointing out that if the court holds that the Commission has exceeded its authority in its new regulations it will grant a permanent injunctive relief against their application and thus end the case. But, he argued, if the court finds that the Commission has the authority to promulgate such rules, the question still remains as to whether the rules are arbitrary and capricious and so should be set aside.

Stating that the summary judgment is inappropriate since it precludes further findings, he contended that the question of admission of evidence should be settled only after the court has ruled on the preliminary injunction. The FCC hearings, he said, were a general exploration and not an argument on rules which had not yet been formulated and that record is not the kind on which a case should be solely based.

Precludes Further Findings

Arguing against the proposal to limit a preliminary injunction to the ruling on option time (3.104), Mr. Hughes declared that because NBC has given up certain contractual practices objected to by the Commission does not mean that CBS has no case. Perhaps the fact that CBS retains them enabled NBC to get along without them, he added.

Admitting that the option time ruling is principally involved, since inability to inform the advertiser definitely what stations can be delivered would jeopardize the sale of time and so threaten the networks' very existence, he declared that exclusive affiliations contracts are just as important. CBS must be able to control the time of its affiliates in order to make up for the time it withdraws from the market in order to present sustaining programs of cultural and educational value. Application of this FCC rule would be bound to result in a general lowering of program standards, he averred.

Territorial Exclusivity

Regarding territorial exclusivity (3.102), Mr. Hughes said that this is a consideration CBS can use to secure what it wants from the stations, adding that it is impossible to tear a contract apart and take out one clause or another without ruining the whole thing and that by and large the stations must think it is a good contract or they wouldn't accept it. If an injunction is granted on 3.104 only, he continued, and the FCC puts its other rules into effect, then all affiliates will demand new contracts anyway, so such an injunction would be of little value to CBS.

Asking if the regulatory powers of the Commission extend to the terms of the contracts by which the networks agree to supply a regular amount of programs to stations each week, he agreed with Mr. Cahill in accusing the FCC of taking a clause out of context when it interprets the subsection authorizing special rules for network stations as giving it the power to regulate network affiliates.

The FCC has based its regulations solely on the Sherman Act, he stated, adding that this should not be the sole criterion since other laws also affect the public interest.

AT EASE IN WILDS of Northern Minnesota at Camp Idlewild on a recent fishing trip are (1 to r.) M. Lewis Goodkind, vice-president and radio director of Goodkind, Joie & Morgan, Chicago, his son, Kenny, and Emmonns Carlison, promotion manager of NBC.

The authority granted the FCC to make special regulations for network stations is only one of 18 subsections of that part of the Act, he declared, all the rest of which refer to specific powers of the Commission such as assigning call letters and frequencies, determining station location, regulating the kind of apparatus be used, inspecting radio installations, etc. To lift this single clause out of context and make it cover more than the technical applications used by the section is a "patent absurdity," he declared.

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HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Pick the one Syracuse Station in four that consistently shows more audience than the other three stations combined. Does it six times a day—day-in and day-out. Pick . . .

WE-Bl
Syracuse, N.Y.

MEMBER OF BASIC NETWORK COLOMBIA BROADCASTING SYSTEM
FREE & PETERS, Inc.

Exclusive National Representatives

October 12, 1942 • Page 53
Premier Pay’ Order Exempts Radio, Miss Perkins Declares

Effect of New Stabilization Policy on Salaries Below $5,000 Level Awaits Clarification of Details

DISCOVERY that the broadcasting industry is exempt from President Roosevelt’s order on “Premier Pay” was reported last week following issuance of a statement by Secretary of Labor Perkins that the order does not apply to broadcasters. The NAB had sought exemption from the “premier pay” order on the ground that broadcasting is a service business where employees are not entitled to a guarantee of income, but it was expected that the order would cover broadcast operations. The NAB had sought exemption from the “premier pay” order on the ground that broadcasting is a service business where employees are not entitled to a guarantee of income, but it was expected that the order would cover broadcast operations. The NAB had sought exemption from the “premier pay” order on the ground that broadcasting is a service business where employees are not entitled to a guarantee of income, but it was expected that the order would cover broadcast operations. The NAB had sought exemption from the “premier pay” order on the ground that broadcasting is a service business where employees are not entitled to a guarantee of income, but it was expected that the order would cover broadcast operations.

BROADCASTERS Untouched

“Unless and until this mistake is corrected,” he declared, “the order leaves the broadcasting industry practically untouched, because the bulk of broadcasting employs are paid on a salary basis (by the week, month or year) and not on an hourly (“wage rate”) basis.”

On one point, there was no difference of opinion. Salaries above $5,000 are frozen, “except in instances in which it has been assigned to more difficult or responsible work.”

Chairman Davis said the WLB has been deluged with requests for information about application of the freeze, and was considering whether a directive issued late last week by the WLB automatically legalized wage rate increases granted prior to Oct. 3, despite the Sept. 15 freeze date. Another is expected to legalize so-called “automatic” increases where employees had been hired with an understanding of a raise at a definite future date.

For the present, the WLB reads its intention to follow the “Little Steel” formula in adjusting wages, permitting wages to be adjusted upwards to 15% above the level of January, 1941, and Economic Stabilization Director Byrnes asked the Treasury for regulations to hold salaries above the $25,000 level.

BUS PLUGS are used by WKBV, Youngstown, to promote its 1942-43 CBS programs in a bus card campaign appearing in Youngstown and Warren, O., and New Castle and Mercer, Pa., cities. The card carries ads and printing on both sides of the card, eight CBS shows are promoted on a staggered schedule.

New Business

LAURA REECE FURNITURE LTD., Garden City, Long Island, N. Y., has signed a 5 year deal with Beau Battle, Concert Planel on CFGB, Toronto, C. F., effective Dec. 1. It is to be 5 p.m. on the 1st of each month. Agency: Cockfield Brown & Co., Ltd., Toronto.


TUCKETT LTD., Hamilton, Ont. (toacco), has signed a 1 year deal with CKAC, Montréal, and CHRC, Quebec, for 15 weeks starting Oct. 20. Agency: Whitewater Broadcasting Ltd., Montreal.


ADAM HAT STORES, New York, on Oct. 10 only sponsors welleright frame between 5-5:15 p.m. on WGBS, Chicago, (CJFV). Agency: Glinster Advertising, Chicago.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel), on Oct. 21, for a 7 week campaign on 30 Canadian Broadcasting Corp. stations, Thurs. 7:30-8 p.m. Agency: Van Gogh & Thomas of Canada, Toronto.


CORNELL Conference of Seventh Day Adventists, Los Angeles, on Oct. 4 and 5, short deal for 3 weeks. Agency: UPD, Los Angeles.

Renewal Accounts

CARTER PRODUCTS, New York (Little Liver Piles), on Oct. 4 renewed for 13 weeks "Inseem" on 81 BLUE stations, Sat. 9:15-9:30 p.m. Agency: BBDO, N. Y., New York.


Network Changes

EVERSHARP Inc., Chicago (pencil), on Oct. 11 shifts "Fire It or Leave It" from 10:15-10:30 p.m. on WBAI, New York City, to 9:30-9:45 p.m. on WGBS, Chicago, (CJFV), effective Oct. 12. Agency: BBDO, N. Y., New York.


EWT, from New York to Hollywood, via WWSK, New York ("EWT"), on Oct. 2 shifted West Coast Coast last week. To 7:15-7:30 p.m. on WINS, New York. Agency: BBDO, N. Y., New York.

LADY ESTHER Ltd., Chicago (cosmetics), on Oct. 7 renewed "Fred Astaire" with Paddy Flanagan, Orchestra with Screen Guild Theatre on 65 NBC Stations, Sat. 7:30-8:30 p.m. Agency: Pedlar & Ryan, N. Y., New York.

WALTER OKEFEE, N.Y.c.o., who conducts Battle of the Seas, is accused of price fixing. The industry's next issue of "Radio World" magazine. ("Capital Punishment", an account of a recent legal case involving WLB. In Washing. and Glamour, another Women's fashion magazine, will carry an article by that magazine. The issue is titled "All Women Can Be Beautiful."
Co-Op League to Seek Inquiry Into Refusal of Radio Time

Board Votes to Submit Rejection to FCC and Justice Dept.; Networks Explain Position

COOPERATIVE program Let's Get Together, Neighbor, originally scheduled to start Oct. 11 on 30 stations under sponsorship of the Cooperative League of the U. S. A., has been postponed temporarily, pending Federal investigation of NBC's and CBS' refusal to sell available time to the League on stations they own and manage.

Decision was announced last Thursday by the board of directors of the League, which "will seek a decision from the FCC and other bodies concerned with the radio industry as to the rights of cooperatives to purchase time on the air."

Position of Networks

The network stations involved in the controversy are EDKA, Pittsburgh, owned by Westinghouse and operated by NBC, WTAG, Cleveland, owned and operated by NBC; and WJSV, Washington, and WCCO, Minneapolis, both CBS M & O stations.

The decision of the League to postpone the 13-week Sunday afternoon series came as a result of a letter dated Sept. 29 from James V. McConnell, manager of spot and local sales of NBC, to John Lyden, director of copy and plans of Atherton & Currier, New York, agency handling the League's account.

Lyden, commenting on the series EDKA and WTAG, stated that all the material supplied NBC by Wallace J. Campbell, executive secretary of the League in New York, has been fairly and adequately analyzed and our deduction is that the primary purpose of the League's planned advertising campaign is to promote new memberships.

"NBC has had a very long established reputation that prohibits the acceptance, on a commercial broadcast basis, of any planned campaign that solicits or promotes membership drives." The only exceptions to this rule, NBC informed BROADCASTING, are the Red Cross drives and the President's annual "March of Dimes" campaign.

No written proposal was received by the League from CBS, rejecting the series for WCCO and WJSV, but the network's sales department notified the League that it felt the programs to be of a controversial nature, and therefore, contrary to CBS' policy for commercial programs.

CBS Explains Stand

According to the official statement released later to the trade by CBS, "The programs offered by the League were designed to promote a fundamental change in the present system of marketing and distribution of goods and services, whereby cooperative associations would largely replace retail stores and other similar distribution establishments. CBS would naturally accept a program sponsored by a cooperative store engaged in the sale of goods which advertised the goods offered for sale.

"The CBS policy is well-known to users of radio and was incorporated in the Code of the NAB at its annual convention in 1939. CBS makes time available without charge on a sustaining basis for programs of a public controversial nature and attempts to allot time fairly between contending viewpoints."

"On this basis, CBS has on several occasions in the past carried programs of the Cooperative League and on Sept. 29 of this year broadcast on the CBS coast-to-coast network a program from the Biennial Congress of the Cooperative League. In the meeting which condemning the refusal to sell time for commercial programs on behalf of the League."

"The Columbia policy is founded upon the premise that the inability to buy time should not determine the extent to which a particular side of a public controversial issue should be broadcast. If time were sold for this purpose, the powerful public forum of radio would inevitably gravitate into the hands of those with the greater means to buy it."

"If the Cooperative League bought time to promote its interests, time would be bought by a powerful group of retailers or any other group which wished to oppose the League. The soundness and public desirability of this policy has never been questioned in this case, where a departure from the policy would be directly harmful to the interests of the League itself."

Dramatic Motif

According to Wallace Campbell, the advertising copy in the programs offers listeners an opportunity to write for a booklet telling about cooperatives, what they mean and what they offer to consumers. The programs, which were financed by contributions from several thousand individual coop members, consist of transcribed dramatizations of cooperative buying and saving.

The League also issued a statement last week made to its representatives in the Duluth and Superior areas by W. C. Bridges, general manager of WEBE Buffalo, Duluth, key station of the Arrowhead Network, which was scheduled in the group of 30 stations to carry the League's programs. WEBE is an NBC affiliate, while the other two are financed by contributions from several thousand individual co-op members. The Arrowhead chain, WMFG, Hibbing, and WHLB, Virginia, are CBS outlets. Speaking for WEBE, Mr. Bridges' statement follows:

"We in the WEBE have always followed the policy of selling time to any program that it not against public interest, and we have never had any proof that the cooperative programs are not in public interest. They are here, evidently, to stay; they are a growing movement, so it would not seem consistent with freedom of speech and of opportunity to shut them off the air."

"WEBE and the other stations of the Arrowhead Network have been selling time to the Central Co-op Wholesale and its affiliated cooperatives and we expect to continue to sell them radio time on the same basis as we sell it to other businesses."

To File Complaint

The complaint made by the Cooperative League against NBC and CBS will be filed with the Federal authorities early this week, according to John Carson, Washington representative of the League.

"One of the most important issues in the realm of communication is the control of information, the events which is involved in many respects," he said. "I am confident that some radio companies, at least, would welcome an inquiry into this matter. They have great responsibilities which arise out of private control and administration of an instrument of communications which is actually a public utility."

October 12, 1942 • Page 55
Export Advertising Permitted In Spite of Current Market Loss

Rockefeller Reveals Treasury Attitude to Clear Way For All ‘Ordinary’ Outlays

EXPORT advertising is deductible as a business expense in income tax returns according to a statement of policy established in a letter from the Treasury to Nelson Rockefeller, Coordinator of Inter-American Affairs and presented by the latter to the House Committee on Appropriations. As a result of the Treasury’s position on export advertising it is now clear that there is no threat to “ordinary and necessary” advertising at home or abroad.

Although the dependence of South American radio stations and newspapers on American advertising is substantial and amounts to as much as 40% in some cases according to Mr. Rockefeller, he explained that the inability of American firms to deliver goods in South America had caused a sharp reduction in advertising revenues by these firms. Since some firms felt that they could not deduct such expenditures as an expense in their income tax returns, Mr. Rockefeller sought a statement of policy from the Treasury.

The Treasury letter from which he quoted in part, said that such advertising, “if not extravagant and out of proportion to the size of the company or to the amount of other American republics in the past” and bear a “reasonable relation” to the business activities of the firm “are considered ordinary and necessary under existing conditions and are deductible for Federal income tax purposes.”

As a result of this letter, Mr. Rockefeller explained that copies were made and mailed to more than 1,300 principal firms in this country explaining the need for maintaining their names before the Latin American peoples in spite of the loss of market and the importance of showing the reasons behind their inability to ship goods in the light of war production.

“The response was most gratifying,” he said. He went on to point out that these advertisers “spent an amount equal to what has been spent on the average during the last three years being very satisfactory.” Furthermore he pointed out these advertisers are willing to cooperate with the Government occupational program in the Latin American republics in connection with the preparation of their advertising.

Late in May, Secretary Morgenthau stated the Treasury’s position on domestic advertising making it clear that normal expenditures were entirely permissible expenses and that there was no intention of excluding institutional or goodwill advertising by firms given over in whole or part to war production [BROADCASTING, June 1, 1942]. Recently Guy T. Helvering, Commissioner of Internal Revenue, reaffirmed these principles [BROADCASTING, Oct. 6, 1942].

Similar principles were laid down by Donald M. Nelson to cover advertising costs involved in the renegotiation of war contracts. Formal restatement of this policy governing allowable advertising expenditures by companies engaged in war contracts was voiced by Robert P. Patterson, Under-Secretary of War at his press conference last Thursday when he cited WPB Chief Donald M. Nelson’s letter of policy for price adjustment agencies in the renegotiation of contracts [BROADCASTING, Oct. 5].

As already reported, the guiding principle in advertising expenditures is the test of whether such expenditures are ordinary and necessary and bear a reasonable relationship to the company’s business activities. This policy governs the price adjustment boards of the War and Navy Deps. and the Maritime Commission.

When price adjustment boards review the profits of war contractors they will examine advertising expenditures and allow a reasonable expenditure within the definition announced by Treasury Secretary Morgenthau [BROADCASTING, June 1]. When a fixed price contract is being negotiated, field procurement officers often request a breakdown of costs. In such cases, manufacturers should include advertising expenditures in overhead rather than as a separate cost item, since it is not practical to determine exactly what part of advertising expenditures should be charged against a particular contract, it was said.

Mr. Nelson has pointed out that no set formula can be imposed to govern all cases and that in general the rule of reason must be applied in each individual case.

Army Radio Plans Outlined by Kirby

Tells Hollywood of Christmas Program; Addresses Writers

FULL COOPERATION with the Office of War Information’s plan for a worldwide Christmas eve broadcast of Command Performance was assured by executives of the Hollywood Victory Committee on Oct. 5 following meetings with Lt. Col. Ed Kirby, chief of the radio branch of the War Dept.’s Bureau of Public Relations.

Program, heretofore transcribed and shortwave to the armed forces abroad, will be carried live over the four major networks and released to every independent station in the country as well as CBC and BBC. In addition transcribed versions will be rebroadcast to armed forces overseas throughout Christmas Day.

Running from one to two hours the program will carry a special message by President Roosevelt. Major portion of the broadcast is to originate from Hollywood, with pickups from New York as well as Washington. Working with Glenn Wheaton and Cal Kuhl, producers of the series, the HVC is lining up top radio and film talent for the Christmas program. Norman Panama and Melvin Frank, regularly assigned to that show, will write the script.

Lt. Col. Kirby was primarily in Hollywood to line up broadcast details for the show. In addition conferences were held with Robert Coleson, West Coast director of the War Dept. radio branch; Nat Wolf, deputy chief of the OWI, and network executives.

Writers Get Tips

Outlining radio writers wartime job of personalizing that conflict for every listening individual, Lt. Col. Kirby, presented basic points that could be used as a checklist for future war radio shows when he addressed members of the Hollywood Radio Writers Guild at the Roosevelt Hotel, that city, on Oct. 7.
Help Wanted

Radio Technicians—If you are in SA or if you are interested in establishing that your present work can be forgone for the duration in favor of radio assembly, this is your chance to get into the middle-west radio manufacturing plant making transmitting equipment for the armed forces, write giving your qualifications, draft status, citizenship and two previous employers. If qualified can give employment starting November first or sooner. Rate salary desired. All information kept strictly confidential. Box 925, BROADCASTING.

Program Director—Excellency opportunity. Air mail or telephone information regarding self. KRIU, Sioux City, Iowa.

Assistant Chief Engineer—Position open for manager. Operate 1400 watt RCA equipped station. Good references, qualification, previous employers. Draft status. Box 926, BROADCASTING.

Midwest Local—Wants first class operator. Average pay $42.50 per week. Box 927, BROADCASTING.

Combination announcer-engineer wanted—Unusual opportunity. Give draft status, starting salary requirement. Send voice recording if possible. Box 928, BROADCASTING.

WANTED Two combination Men—With first class license for progressive Florida station. Write air mail giving your qualifications, references, requirements and state draft status. Positions permanent. Box 929, BROADCASTING.

WANTED—Combination announcer-engineer wanted—Excellent opportunity. Send qualifications, snap-shot and recording of voice reading news and commercial copy. Reply by November 10th. Box 930, BROADCASTING.

Combination Announcer-Operator Wanted—Excellent announcer with first class operator's license. Must be knowledgeable in engineering aspects. Submit transcript of newsannouncer work and engineering experience with application. KSEI, Pocatello, Idaho.

Midwest Local—Wants combination Announcer Engineer, with first class license. Average weekly pay Forty Five Dollars Forty Five Cents. Box 931, BROADCASTING.

Have an immediate opening—for time salesman with proven record to sell retail accounts, local newsmen, draft status and starting salary expected. Local station. Box 932, BROADCASTING.

Situations Wanted


SALESMAN—Four years with network stations. Excellent references. Draft exempt. Box 938, BROADCASTING.

First Class Operator—Age 34, draft deferred, desires position as Chief Engineer with local owned station. Box 941, BROADCASTING.

PROGRAM DIRECTOR—Capable, efficient, 16 years experience in all phases. New, practical sales ideas. Recent employment Midwest—wants kev. SA. Box 942 BROADCASTING.


SALESMAN—$40,000 net building last year on local station. Wants to make money on earnings. Box 951, BROADCASTING.

CHIEF ENGINEER—Start $75 weekly. No operating experience necessary, supervise operation, maintenance, for minor electrical work. Box 952, BROADCASTING.

Program Director’s Assistant—Young girl with two year script-writing, broadcasting experience. Box 953, BROADCASTING.

Continuity and Script Writer—College graduate, 26, draft exempt. Program, production experience. Box 954, BROADCASTING.


WANTED—Cover ground wire; 5/8 inch Coaxial line Number 6 stranded copper; RCA open wire brackete. Box 956, BROADCASTING.

Professional, late model Presto—Or other portable phonograph, record player, with amplifier. Give full particulars and include cash for return. Box 957, Newark, New Jersey.

Radio TV—From 175 to 200 feet. Box 959, BROADCASTING.

Radio equipment—Suitable for 5 kw. transmission. Any parties or whole setup. Box 960, BROADCASTING.

Small Station—Good community, full time, must sell, cash for cash. Box 961, BROADCASTING.


Because of illness—And other business demands, a well established and successful 25WOW station in rich mid-west area is offered for sale. Sale is done on a strictly commercial so this is an unusual offer. All offers must include evidence of financial responsibility. Box 964, BROADCASTING.

All New Broadcast Equipment—15-kw. duplicate copper transmission line, and 445 kw. pressure gauges, for gas tank. WRYL, Mo. BLDG. 1205 S. 45th St. 500 speaker, 3 G 728A floor stands, 721A speaker. 2N72A desk stands. 2N72A W.R. Reproducer arms, for use in 25A base. Webster portable player 23696, 1 type CRJ 53 hi fidelity speakers. Several Radio 4771B modulation monitor with tubes, 5 25A speakers, 158 1/2 inch microphone wall receptacle. For immediate shipment, write The Sun-Demon, Paducah, Kentucky.

Situations Wanted (Cont’d)


SALESMAN—$40,000 net building last year on local station. Wants to make money on earnings. Box 926, BROADCASTING.

CHIEF ENGINEER—Start $75 weekly. No operating experience necessary, supervise operation, maintenance, for minor electrical work. Box 927, BROADCASTING.

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Radio TV—From 175 to 200 feet. Box 934, BROADCASTING.

For Sale

Radio equipment—Suitable for 5 kw. transmission. Any parties or whole setup. Box 935, BROADCASTING.

Small Station—Good community, full time, must sell, cash for cash. Box 936, BROADCASTING.


Because of illness—And other business demands, a well established and successful 25WOW station in rich mid-west area is offered for sale. Sale is done on a strictly commercial so this is an unusual offer. All offers must include evidence of financial responsibility. Box 937, BROADCASTING.

All New Broadcast Equipment—15-kw. duplicate copper transmission line, and 445 kw. pressure gauges, for gas tank. WRYL, Mo. BLDG. 1205 S. 45th St. 500 speaker, 3 G 728A floor stands, 721A speaker. 2N72A desk stands. 2N72A W.R. Reproducer arms, for use in 25A base. Webster portable player 23696, 1 type CRJ 53 hi fidelity speakers. Several Radio 4771B modulation monitor with tubes, 5 25A speakers, 158 1/2 inch microphone wall receptacle. For immediate shipment, write The Sun-Demon, Paducah, Kentucky.

Women’s League Discs

Sent to 600 Stations

QUARTER-HOUR disc show, "Popular Sutudes", prepared by the National League of Women Voters, will be sent to some 600 radio stations in the U.S. during October. Written and produced in the nation’s capital by Sylvia Milrod, director of Victory programs for WINX, Washington, it is an unpartisan appeal to elect only the best Congressmen to lead the nation through the present crisis. Program directors, special features directors and station managers have reacted favorably. One political candidate for Congress liked the script so well that he wrote for permission to use it in his campaign.

Song for Mutual

JACK STERN, arranger of music, and Jimmy Woodworth, music librarian, of WHK-WCLE, Cleveland, have written a popular song dedicated to MBS in honor of the station’s full-time affiliation with that network. Titled, “It’s Mutual”, the tune received its debut on the special MBS program celebrating the station’s anniversary, and the network’s eighth anniversary, Sept. 28.

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

Dedicated to the

SERVICE OF BROADCASTING

National Press Bldg., Wash., D. C.

PAUL F. GODLEY

CONSULTING RADIO ENGINEER

MONTCLAIR, N. J.

MO 2-7859

GEOEGE C. DAVIS

Consulting Radio Engineer

Munsey Bldg., District 8456

Washington, D. C.

HECTOR R. SKIFTER

Consulting Radio Engineer

FIELD, INTENSITY SURVEYS

STATION LOCATION SURVEYS

CUSTOM BUILT EQUIPMENT

SAINT PAUL, MINNESOTA

RING & CLARK

Consulting Radio Engineers

WASHINGTON, D.C.

Munsey Bldg. • Republic 2347

Frequency Measuring Service

EXACT MEASUREMENTS

ANY HOUR—ANY DAY

RCA Carbon Units 250-7000 Mc.

66 Broad St., New York, N. Y.

BROADCASTING FOR RESULTS!
Court Reserves Monopoly Case Decision

Hearing Completed During 3-Hour Session

By BRUCE ROBERTSON

THE THREE-JUDGE statutory Federal Court reserved decision on the pleas of CBS and NBC for a temporary injunction to restrain the FCC from putting into effect its promulgated network-monopoly rules and the counter petition of the Commission for summary judgment dismissal of the network suits, following a hearing in New York last Thursday. Hearings had been scheduled to run for two afternoons, but following the suggestion of the court, argument was curtailed and the hearing was completed in a single three-hour session.

The court comprised the same panel of judges which seven months ago [Broadcasting, March 2] had held by a two-to-one vote that it had no jurisdiction to rule on the validity of the FCC regulations, a decision which this court disapproved by NBC and CBS and reversed by the United States Supreme Court, which sent the case back to the lower court for hearings [Broadcasting, June 8]. Circuit Judge Learned Hand presided, with District Judges Henry W. Goddard and John Bright, whose minority position that this court did have jurisdiction over the subject was sustained by the Supreme Court, also on the bench.

Subsumed in the proceedings necessitated some on-the-spot revision of argument by counsel, but they unanimously submitted to the obvious desire of the court to wind up the hearings in a single day, despite the court's withdrawal of its suggestion to that effect when it learned that extensive arguments had been prepared in advance. MBS Counsel Louis G. Caldwell, who had expected to appear last and to rebut the arguments of NBC and CBS, was especially hard hit, as the court ordered him to follow the opening arguments of FCC General Counsel Charles R. Denny, Jr., if he was to speak at all.

Argument concentrated on the petitions of the FCC that summary judgment was the proper procedure in this case and that if the court should grant an injunction that it be limited to only one of the eight rules, that dealing with network options on station time, which the Commission argued was really the in-and-out point in the debate about the networks. Both of these petitions were vigorously opposed by counsel for CBS and NBC, with MBS arguing on the side of the FCC. Summing up the argument of the following:
Mr. Denny, replacing Telford Taylor, now on duty as a major in the Army, as FCC counsel, in urging summary judgment dismissal of the NBC and CBS pleas for a temporary injunction restraining the FCC from putting its rules into effect, argued the Communications Act cloaks the Commission with the authority to promulgate the special rules. These rules are reasonable and therefore should be made effective as soon as possible, he said. He further requested that if the court did see fit to grant an injunction that this be limited to Regulation 3.104, dealing with network options on station time.

Briefly reviewing the eight new regulations for stations engaged in network broadcasting, Mr. Denny said that 3.101, regarding exclusivity of affiliation, was designed to prevent the requirement that to secure network affiliation a station must agree to take no programs from other networks, the FCC deeming this as not in the public interest. CBS has always had an exclusivity rule, he declared, while NBC adopted one in 1936, when some NBC stations first began to take programs from Mutual. NBC dropped this rule last year, he said, so NBC can't complain on this point and CBS must show how it can be irreparably damaged by a practice which the other three major networks now operate successfully without.

Rule 3.102, on territorial exclusivity, Mr. Denny explained, is just the reverse of 3.101, as it binds the network not to give its programs to any other station than the affiliate in the affiliate's territory. When this serves merely to prevent duplication of programs, he said, it is not objectionable, but when, as in the case of the Don Lee Network with MBS programs, it prevents Coast audiences from hearing Mutual shows not carried by Don Lee, it is not in the public interest.

By Rule 3.103 the FCC would limit the term of network affiliation contracts to two years, same length of time as the station is licensed by the FCC. Five-year contracts, of which there are many, he said, are too long, as in that time either the service offered by a network or the needs of a station may be completely changed.

Rule 3.104 would limit network option of station time and would make even these limited options non-exclusive as against other networks, also increasing from 28 to 60 days the time a station must be given to cancel local programs to clear time for network shows when the option is taken up. He said that the time options worked a hardship on MBS, as when it had cleared the exclusive affiliation hurdle its programs could always be thrown off stations which had optioned their time to another network.

Right to Reject

The right of a station to reject network programs, Rule 3.105, should cause no complaints from networks, he said, stating that CBS had described the FCC promulgated requirements as about the same as those estimated by CBS itself.

Rule 3.106 restricts network ownership of stations to avoid the use of such ownership to restrain competition, which would not be in the public interest, he stated.

Rule 3.107, banning operation of two networks by a single organization, has been suspended, Mr. Denny said, following the separation of the BLUE Network from NBC.

The final rule, 3.108, forbids network control of station rates. Mr. Denny said that NBC had cancelled its former requirement that no station charge less for spot business than its network rate, even though the rate might reasonably be sold for less since no line charges, a major part of network costs, are involved.

The guiding standard of the FCC, he said, is “public interest, convenience and necessity,” which, he added, the Commission believes sufficiently broad to cover its endeavors to limit the transfer of station control to a non-licensor. Three basic FCC principles are, he said, that the responsible party for a station rests with the licensee and cannot be turned over to anyone else, that undue concentration of control should be prevented and that a reasonable amount of competition between stations should be preserved.

He asked that the court allow no further presentation of factual argument, stating that with the voluminous testimony presented during the lengthy hearings conducted by the FCC at its disposal, plus previous oral argument and the briefs filed by all parties, the court has all the evidence needed as a basis for its decision.

Mr. Caldwell, MBS counsel, also utilized the FCC's previous statements the MBS and NBC requests for an injunction or, if any be granted, that it be limited to Rule 3.104. He cited a case in which NBC, by exercising its option into the time of 11 stations on which MBS had a program, had caused the switch of that program to the BLUE Network, with a resultant loss of the business to the program of 77 MBS stations which originally carried the program. Threats of similar action, he stated, had caused Time to pull its program on the BLUE instead of MBS.

MBS Argument

Stating that these were only two out of 10 or more such cases, Mr. Caldwell said that in the entire country there are only 36 cities with four or more fulltime stations and that in 15 of these cities the fourth station is too low-powered to be an acceptable network outlet. Under such conditions, he declared, the operation of a fourth network is extremely difficult and that MBS has been able to survive only because its affiliates enjoy relative freedom from centralized control and a sounder basis of compensa-

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